

# *Southern* **HARDWARE**

JANUARY, 1951

Including THE SOUTHERN FARM EQUIPMENT SECTION

*Acco Greet's Its  
Loyal Friends*



*Happy  
New Year!*

AMERICAN CHAIN & CABLE COMPANY, INC.  
BRIDGEPORT • CONNECTICUT

Makers of Quality Chain Products  
—Sold through Wholesalers

"INTENTIONALLY BETTER"

# "LONG WEAR is my big story about LUMITE"



says **Mr. B. C. O'CONNOR**

*owner of North Falmouth Hardware,  
North Falmouth, Mass.*

"TOUGH—that's what screen cloth has to be to survive Cape Cod weather. And *tough* is the word for Lumite. That's why I always suggest Lumite.

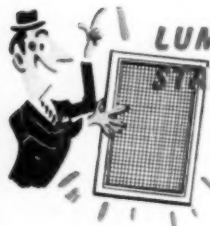
"Even in our moist, salt-laden climate Lumite won't rust, rot, mildew or corrode . . . won't stain sills or sidewalls . . . never needs protective painting. And those are persuasive sales points to Cape Cod residents.

"But long-wear sells the most Lumite for me. When customers find that I've had Lumite on my own home *winter and summer* for two years without the slightest sign of wear, they're convinced that there's nothing like it. And they buy!

"Yes, the big story in screening on 'The Cape' is long-wear—that's why the big seller is Lumite."

## Biggest Story in Screening!

Most convincing . . .  
sales-making . . . profit-making  
story ever told—and these are  
the facts that sell!



**LUMITE IS  
STRAINPROOF!**

It's the ideal screen cloth for every exterior use! Never needs protective painting . . . won't stain sills or sidewalls . . . is longer lasting . . . BECAUSE IT'S RUSTPROOF!

Stock up now for big sales to come in '51. Lumite is distributed by lumber, hardware and building supply wholesalers. Write for free sample and information:

**Tell the story and watch it sell!**

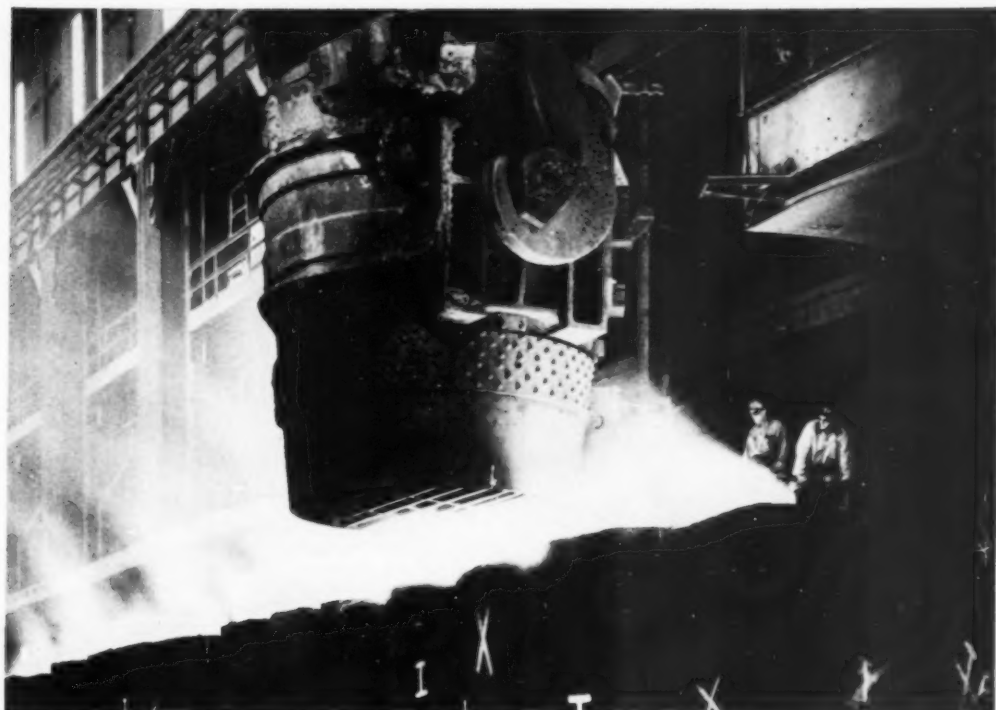
**LUMITE**

**SARAN SCREEN CLOTH**

\*Registered Trade-mark



LUMITE DIVISION, Chicopee Mfg. Corp. of Georgia, 40 Worth Street, New York 13, N. Y.



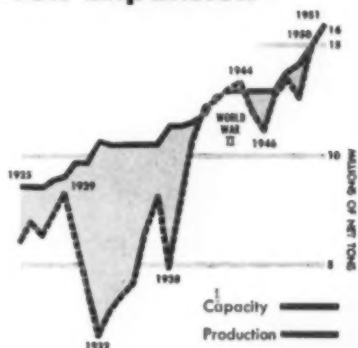
## MILLION TONS MORE STEEL

**Latest Increase in Bethlehem's Annual Capacity Climaxes  
5 Years of Postwar 3,100,000-Ton Expansion**

On January 1 of this year Bethlehem's steel making capacity stood at 16 million ingot-tons annually—an increase of 1 million tons over a year ago.

Since the war ended we have increased our annual steelmaking capacity 3,100,000 tons, or 24 per cent.

Moreover, as the chart at the right shows, Bethlehem's steel capacity has nearly doubled in 25 years. Additional capacity can and will be created as it is needed.



# BETHLEHEM STEEL ★



★

OVER 10,000 DEALERS SAID: "DO IT AGAIN!"  
SO HERE IT IS!

# OCEAN CITY'S GREAT REEL AND LINE OFFER!

## #3627 DEAL

Enables you to give away 50 yd. spool Top Grade Nylon Baitcasting Line **ABSOLUTELY FREE** To Your Customers when they purchase any one of these 3 Ocean City Reels.



## HERE'S THE DEAL

	List	Retail Value
6 Ocean City No. 1591 Reels	\$4.50 ea.	\$27.00
3 Ocean City No. 1600 Reels	5.95 ea.	17.85
3 Ocean City No. 1800 Reels	7.95 ea.	23.85

Packaged in acetate container on top of each reel box is a 50 yd. spool of Ocean City's Top Grade baitcasting line, braided of DuPont nylon. Each spool has retail value of \$1.30.

For Complete Deal, packed ready to sell with customer-stopping display card.

You pay only..... **\$43.28**  
You sell for..... **\$68.70**  
**YOUR FAST PROFIT... \$25.42!**

A phenomenal success last season... repeated by dealer demand!

If you are one of the more than 10,000 dealers who cashed in on it, we don't have to say another word.

If you missed out last time, don't delay! This is the most solid profit-maker in tackle history! Order through your jobber. Write Dept. 15 for our new catalog.

## OCEAN CITY REELS

Ocean City Mfg. Co., A & Somerset Sts., Phila. 34, Pa.



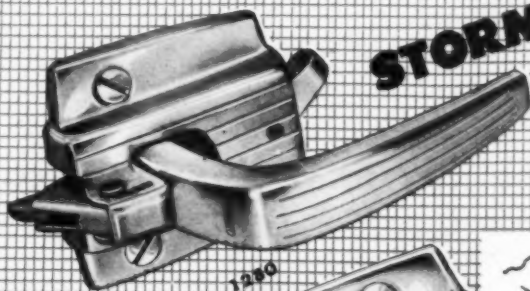
## MONTAGUE RODS

Montague Rod & Reel Co., Montague City, Mass.

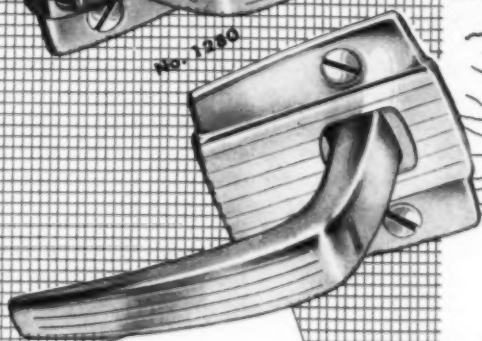
WORLD LEADERS IN RODS AND REELS

# NEW!

## A SCREEN AND STORM DOOR LATCH



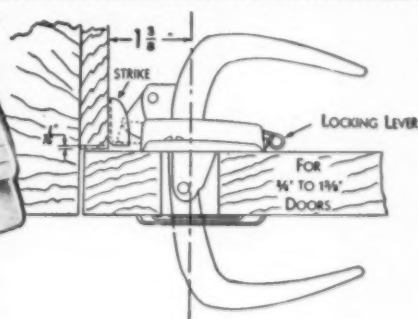
No. 1280



Plus complete hardware for every screen in town!

When screens "go up" so will your sales — if you're ready to fill the need for top-quality Stanley Screen Hardware. It will pay you to get ready now — and the time-saving, profitable way to order the hardware is to order the complete Stanley line.

- Attractive design
- Push-Pull action
- Latches with finger tip touch
- Can't lock you out
- Easy to install — drill one 1" hole



An exclusive locking device on this new Stanley Screen and Storm Door Latch makes it a latch that *can't lock you out!* Surface applied, available in steel or brass with wide choice of finishes, it's a year-round item that you can start selling right now!



Reg. U.S. Pat. Off.

THE STANLEY WORKS, NEW BRITAIN, CONN.

HARDWARE • TOOLS • ELECTRIC TOOLS  
STEEL STRAPPING • STEEL

(REPRESENTATIVE ITEMS)



1736  
Door guard



29  
Corner brace



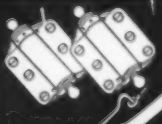
1734 Hanger



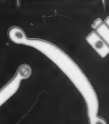
1734  
Screen door hinge



210  
Snappy catch



1164  
Screen door set



477-479  
Door pull



1738  
Door brace



## SAVAGE NATIONAL ADVERTISING BUILDS Present & Future BUSINESS FOR YOU!

For more than a half-century, our consistent national advertising has *told* and *sold* the merits of Savage and Stevens shotguns and rifles to the shooters who are your best arms customers. Today, the demand for these models has reached a new high. Our consistent, hard-hitting advertising is your assurance that this demand *will continue to grow in the future*.

In 1951, we're planning more sales messages than ever, through the pages of the outstanding national consumer magazines. Sportsmen . . . hobbyists . . . youngsters and particularly rural shooters — we'll reach them all, in the magazines they *read* each month.

Your Savage, Stevens and Fox sales prospects are bright for 1951 — and for years to come. Savage advertising will keep future demand *up* — where it means real profit. So stock the "First in the Field" line. There's a shotgun or rifle for every shooter and every kind of shooting — *at low cost*.

SAVAGE ARMS CORPORATION, Firearms Division      Chicopee Falls, Mass.

## ...PRE-SELLING YOUR BEST PROSPECTS IN ALL FOUR FIREARMS MARKETS:

FARM

OUTDOORS

HOBBY

BOYS



First in the Field



# SAVAGE

SAVAGE • STEVENS • FOX Rifles and Shotguns

SAVAGE • WORCESTER Power and Hand Lawn Mowers



*The sign of good cooking...utensils*



During 1951 the already famous Revere Ware Trade Mark will be of even greater value to you. For in addition to its great public acceptance will be Revere's aggressive, nation-wide, beautiful, big 4-color advertising campaign... the full-scale NBC Television Network show, "Meet the Press"... and the added attention brought to the Revere name through the celebration of the 150th Anniversary of the founding of the company by Paul Revere in 1801.

That's why you can reap increased profits from Revere Ware; if you tell the people in your community, through advertising, window and counter displays, and other forms of promotion, that you handle this famous business building brand. Get started now!

**REVERE COPPER AND BRASS INCORPORATED**  
Rome Manufacturing Company Division • Rome, New York

# Sales Hits for '51

**SOUTH BEND**

**GLASS RODS**

**REELS**

**LINES**

**LURES**

## NO. 3000 **STEP GLASS\***

**CASTING ROD**

5', 5-1/2' and 6' lengths

**\$18<sup>95</sup>**

List and Fair Trade Prices.

## NO. 2800 **SOLID GLASS\***

**CASTING ROD**

5', 5-1/2' and 6' lengths  
Also, straight handle models,  
NO. 2700—\$17.50

**\$15<sup>75</sup>**

## Other **SOLID GLASS\***

**CASTING RODS**

3' 3", 4', 4' 9" and 5' 6" lengths

**\$6<sup>95</sup> to \$9<sup>95</sup>**



## **HOLLOW GLASS\***

**FLY RODS**

Dry Fly actions: 7-1/2', 8-1/2', 9';  
Bass—Steelhead: 8', 8-1/2', 9'

**\$20 to \$25**



NO. 3469

## **HOLLOW GLASS\***

**SPINNING ROD**

Wt. 4-3/4 oz.  
Length 7'

**\$22<sup>95</sup>**



## **HOLLOW GLASS\***

**SALT WATER RODS**

Boat, trolling and surf models

**\$17<sup>95</sup> to \$37<sup>50</sup>**



### **DECEIVER\* Line**

New camouflaged casting line of quality nylon. Triple-tune green for low visibility. 10 to 40 lb. tests. 50 yds. — \$1.10 to \$2.10



### No. 2929 **GOPLUNK\***—\$1.50

3 finishes, 3/8 oz.

\*T.M. Reg.



### No. 920 **EXPLORER\***—\$1.25

3 finishes, 1/2 oz.

Firelacquer\* finishes—\$1.40

### No. 2920 **JOINTED EXPLORER\***

3 finishes, 1/2 oz.—\$1.50

Firelacquer\* finishes—\$1.65



### No. 543 **ITSADUZY\***—\$1.25

3 finishes, 5/8 oz.

*Sensational  
New Design!*  
**DIRECT DRIVE! NYLON GEARS!**

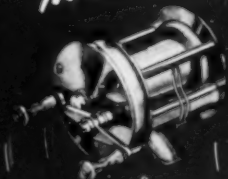


### **SMOOTHCAST\***

**DIRECT-DRIVE REELS**

Smooth, Quiet, Strong  
Lightweight. The SmoothCast Reel

*No Thumbing!  
No Backlashes!*



### **FREECAST\* REELS**

No. 600—\$11.

No. 777—\$12. No. 840—\$13

**SOUTH BEND**  
*A Name Famous in Fishing*

SOUTH BEND BAIT CO., 900 HIGH ST., SOUTH BEND 23, IND.

SOUTHERN HARDWARE for JANUARY, 1951

# 3 Ways Better!



**ALUMINUM**—  
Roofing, Siding,  
Flashes, Gutter,  
Down Pipe,  
Garage Doors.

**STEEL**—Roofing,  
Siding, Flashes,  
Shingles, Gutter,  
Down Pipe, Fence  
Posts.

**ASPHALT**—Roof-  
ing, Siding.

**ASBESTOS**—Roof-  
ing, Siding.

**COPPER**—Strip &  
Roll, Wall Tiles,  
Ternite Shields.

Plywood, Doors,  
Insulation, Hard-  
board, Barley.

Paneling, Screens,  
Thulman Chimneys.

Here's the quality roofing that makes new customers fast . . . brings old ones back every time! Backed by long manufacturing experience, SSirco Aluminum Roofing is precision-made to give homeowners a weathertight, lifetime, maintenance-free roof. It's priced right for your customers . . . allows you a pleasing profit.

SSirco Warehouse SService gives you Overnight Delivery and Drive-in Pickup! You can sell the complete, profitable line of SSirco Aluminum Roofing Products with a smaller stock, lower inventory investment.

Write today for more details about SSirco Aluminum Roofing and SService Warehouse SService!  
YOUR NEARBY SSIRCO WAREHOUSE IS YOUR STOCK ROOM

COMPLETE LINE OF  
**REYNOLDS**  
**ALUMINUM**  
GUTTER & DOWN SPOUTS



NO SOLDERING  
EASY TO INSTALL  
NO PAINTING



## SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.  
Atlanta, Ga.  
Tomball, Tex.

Jacksonville, Fla.  
Tallahassee, Fla.  
Birmingham, Ala.

Mobile, Ala.  
Montgomery, Ala.  
New Orleans, La.

Orlando, Fla.  
Tampa, Fla.  
Fort Lauderdale, Fla.

# There's a HOT TURNOVER

Don't miss any of these  
**PYREX Ware Dishes!**

CHECK YOUR CUPBOARD NOW!

Look over the Pyrex Ware dishes on this page. There's plenty of glassware in every single one!

Have you found the fun of cooking in a Pyrex Flameless Saucepan—serving when things are done just right? Have you used these wonderful new Hotting sets—casserole and ramekins in bright, gay color? Do you own all three sizes of Pyrex measures?

... its looks, the way it cooks, the many ways you can use it. It doesn't stain, it doesn't hold odors. And it's truly a joy to keep clean.

Check your cupboard. None what's missing. Then go to your nearest Pyrex Ware counter, and select the ones you need from the dozens of wonderful dishes. You'll find a wide assortment of shapes and sizes—for every use, for every kind of family!

You'll enjoy every piece of Pyrex Ware

 <p><b>PYREX</b> Flameless Parolator For perfect coffee every time—always the right strength! 6-cup size. <b>\$2.95</b></p>	 <p><b>PYREX</b> Utility Dish Bake in it, serve in it! It's useful a dozen different ways. 10½-inch size. <b>69¢</b></p>	 <p><b>New PYREX Hotless Set</b> —in color! 1½-qt. covered casserole with 4 individual ramekins. Red or yellow. <b>\$2.95</b></p>	 <p><b>PYREX</b> Casserole Handy 1-quart size for just-the-family. Cover doubles as an extra pie plate! <b>79¢</b></p>	 <p><b>PYREX</b> Measures Easy to read! 1-cup, 1-pint, 1-quart sizes. <b>59¢</b></p>
 <p><b>PYREX</b> Flavor-Saver Pie Plate High fluted edges keep juices and flavors in your pie. 9-inch size. <b>59¢</b></p>	 <p><b>PYREX</b> Flameless Teapot Boils water, brews tea, looks handsome on your table! <b>\$1.95</b></p>	 <p><b>PYREX</b> Hotless Casserole —in color! 2½-qt. casserole with cover, in gay red or sunny yellow. <b>\$2.25</b></p>	 <p><b>PYREX</b> Loaf Pan Bakes your meat loaf—serves it in style. 9½-inch size. <b>69¢</b></p>	 <p><b>PYREX</b> Color Bowl Set Four bowls—for mixing, baking, serving. Each bowl a different color. <b>\$2.95</b></p>
 <p><b>PYREX</b> Hotless Oven-and-Table Set 2½-qt. open bowl with four 12-oz. individual dishes. Set in red or yellow. <b>\$2.95</b></p>	 <p><b>PYREX</b> Custard Cups The cups you couldn't live without! Bake, serve, store in them. 5-oz. size. Each <b>10¢</b></p>	 <p><b>PYREX</b> Flameless Saucepan Let us see what's cooking, and see it turn out right! 1½-qt. size. <b>\$2.25</b></p>	 <p><b>PYREX</b> Hotless Ramekins For baking individual meat pies, for serving soup, cream. Red or yellow, 7-oz. size. Each <b>29¢</b></p>	 <p><b>PYREX</b> Oven Roaster See how the Sunday roast is cooking. Use top and bottom separately, too. <b>\$1.99</b></p>
 <p><b>PYREX</b> Flameless Double Boiler For perfect sauces and frostings—or use as two separate saucepans. <b>\$3.45</b></p>	 <p><b>PYREX</b> Clear Bowl Set A set of three clear glass bowls for mixing, serving, or for baking. <b>\$1.99</b></p>	<p><b>100th ANNIVERSARY SPECIAL for a limited time only!</b> (Offer expires March 31, 1951)</p> <p>Join us in celebrating a century of making glass better and more useful... the 100th Anniversary of Corning Glass Works.</p> <p>For a limited time we're offering you a big saving on that popular round Pyrex Ware cake dish—for baking, for serving, for dozens of uses. Get this wonderful dish at your dealer's store. The special offer expires March 31, 1951.</p> <p><b>Better buy 2—to use for layer cakes!</b></p> <p><b>PYREX ROUND CAKE DISH</b> Regularly <b>59¢</b> <b>SPECIALLY PRICED AT ONLY <b>39¢</b></b></p>		

**PYREX WARE—A PRODUCT OF CORNING GLASS WORKS**

Send for information circle of Corning Glass Works, Corning, N. Y.



SOUTHERN HARDWARE for JANUARY, 1951

# cooking in this PYREX ad!

**100th ANNIVERSARY SPECIAL** for a limited time only!  
(Offer expires March 31, 1951)

Join us in celebrating a century of making glass better and more useful... the 100th Anniversary of Corning Glass Works.

For a limited time we're offering you a big saving on that popular round Pyrex Ware cake dish—for baking, for serving, for dozens of uses. Get this wonderful dish at your dealer's now. The special offer expires March 31, 1951.



**Better buy 2—  
to use for  
layer cakes!**

PYREX ROUND CAKE DISH  
Regularly ~~59¢~~  
**SPECIALLY PRICED AT ONLY 39¢**

## Here's the BIG traffic-puller

**Fair-Trade retail price is reduced from 59¢ to 39¢ for the period of Jan. 20—March 31st.**

During February and March—one of the most popular PYREX Ware dishes—at an incentive price!

See this big-sale price— $\frac{1}{2}$  off—a challenge to every bargain-hunting housewife in your neighborhood! It's a profit-maker in itself... and it's a *traffic-builder* that will help you sell your complete PYREX Ware line.

Remember, 83% of women already own some PYREX Ware, and *love* it! Those women are your best prospects for more PYREX sales. They'll see the ad.

Here's how to bring 'em into your store. Watch for material which you will receive about January 15...

### FREE MATS!

Advertise in your local newspaper—we'll furnish the mats! Two sizes! 1 col. x 28 lines, or 2 cols. x 100 lines.

### FREE COMMERCIALS!

Use radio and TV! We'll furnish free 30-second scripts for spot commercials.

### FREE DISPLAYS!

Shout "HERE'S THE PLACE"! Spot the colorful counter cards around your store, as well as on your big PYREX Ware display!

**Yes, your markup is protected!** From December 26 to March 24, you will be able to buy this "Anniversary Special" cake dish from your regular PYREX Ware distributor at the regular discount from the special Hundredth Anniversary price!

### IMPORTANT


Take another fast look at that big consumer ad. Note the headline. Note the fine showcase job it does for your *complete* PYREX Ware line. Take advantage of the hot turnover in this ad!

**Be sure your stocks of  
PYREX Ware are complete!  
ORDER TODAY**



*If it's Pyrex Ware  
the trade-mark is on it*

A product of  
Corning Glass Works

 This advertisement will appear in four of the top women's magazines in 1951. It will occupy a full black and white page in the February issues of *Country Gentleman*, circ. 2,341,209; *Ladies' Home Journal*, circ. 4,429,028; *Good Housekeeping*, circ. 3,078,656; and *Woman's Day*, circ. 3,457,884. In this month, 13,306,777 women will have the chance to see this ad.

"PYREX" is a registered trade-mark in the U. S. of Corning Glass Works, Corning, N. Y.



*De Luxe*  
**HOUSEHOLD  
 METALWARE**  
*The Complete Line  
 of Quality Products*

For sound Profitable Merchandising, you need a COMPLETE line. De Luxe gives it to you—from simple Tinware items for special promotions to the heaviest and finest of Galvanized Ware.

And you need a QUALITY line. De Luxe gives you that, too. De Luxe Tinware is smooth and sanitary. It is easy to use—easy to clean. De Luxe Galvanized Ware is hot hand-dipped on heavy weight steel—an assurance of long service.

Choose De Luxe—feature De Luxe—sell De Luxe! It will make money for you.

**SCHLUTER**  
 MANUFACTURING CO.  
 SAINT LOUIS



# "We wish we had more lines like PEE GEE!"



That's the kind of talk we like!  
... and maybe this letter will answer a problem for you.

## Union Supply Company, Inc.

E. Sullivan Street  
Kingsport, Tennessee  
September 20, 1950

Peaslee & Gaulbert Paint & Varnish Co., Inc.  
Louisville, Kentucky.

ATTENTION: Mr. Ned Booker, Advertising &  
Promotion Director

Dear Ned:

We feel that the Pee Gee line has substantially assisted in creating prestige for this firm through its consistent fine merchandise and its ability to bring the customer back again and again. Being in the building material business, we get to sell Mr. Customer not only paint, brushes, thinners, etc., but many other items of lumber and hardware.

We have had the new color lines in Onekoatt Flat, Flatkoatt Deep Tones, and Onekoatt Four Hour Gloss Enamel for some nine months now, and I feel that the color cards on these lines cannot be touched by any other brand of ready-mixed paints on the market. Our customers, and most particularly the ladies, really "go" for these modern colors. Our paint business has taken a jump as a result of the new lines, and we feel that next spring will break all records in our paint department.

Incidentally, the new Sealcoatt is increasing sales as possible the use of Deep Tones where it was sold previously due to the emergency of the priming agent. We're getting such favorable comment of it.

The same can be said of Onekoatt Mastic Outside House Paint. We're increasing our volume on it every day, and the word-of-mouth advertising by our customers is paying off.

In closing, let me say again that we are most happy with our Pee Gee Dealership after these 22 years. We wish we had more lines like it. With kindest personal regards, I remain

Cordially yours,  
UNION SUPPLY CO., INC.

Signature

Martin Karant  
Ass't Mgr.

We're prepared to sell through a few more dealers like Mr. Karant's company. Would you like to profit by the demand for such best-sellers as: Onekoatt House Paint, Flatkoatt Deep Tones, Onekoatt Enamels, Onekoatt Flat and Semi-Gloss, and the sensational Sealcoatt Primer-Sealer? If so, get in touch with us.

# PEASLEE-GAULBERT PAINT & VARNISH COMPANY

Serving the South Since 1867

223 N. 13th Street, Louisville, Kentucky



SOUTHERN HARDWARE for JANUARY, 1951

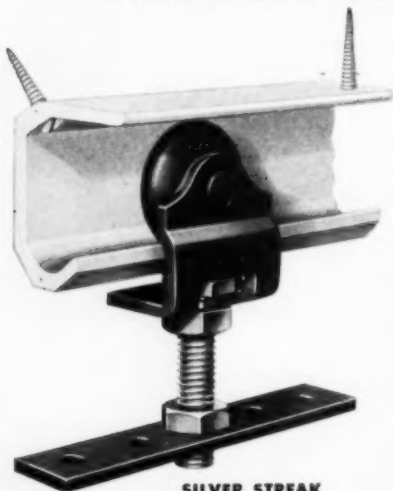


Bedroom closet Door with Richards-Wilcox Vanishing Door Hardware. Note that the door does not interfere with the chair, and does not take up any passage space between the bed and wall.



Another closet in same home. Note that door vanishing into wall-pocket allows placing of furniture where conventional door would swing.

**Every home-owner is a hot prospect?  
... for R-W VANISHING DOORS**



**SILVER STREAK**  
R-W No. 1019 Vanishing Door  
Hangers and Aluminum Track

Chairs, beds, and tables can be arranged permanently, more attractively and conveniently in homes where doors operate on Silver Streak R-W No. 1019 Vanishing Door Hangers and Track. Only Silver Streak "opens the door" so completely to modern living convenience. The newest development in hanger and track, by Richards-Wilcox, for the hanging of lightweight vanishing doors in thin wall-pockets built in a standard 2" x 4" studded wall, Silver Streak is also adapted for use on parallel residential wardrobe doors,  $\frac{3}{4}$ " or more in thickness.

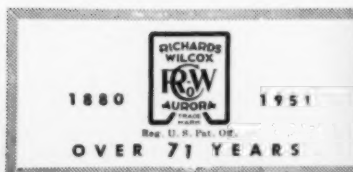
**Rolls on Ball Bearings**—The Silver Streak hanger wheel, made of fine-weave cloth base bakelite, is equipped with extra high finish ball bearings for longer wear and smoother operation.



**Another Richards-Wilcox Standout  
R-W's No. 020-2 BLUE STREAK**

Self-Lubricating Door Hanger with OILITE BRONZE BEARINGS (Providing Perpetual Lubrication)

For doors 1- $\frac{3}{4}$ " to 2- $\frac{1}{2}$ " thick, weighing up to 300 pounds... on garages, warehouses, factories, stores, barns and similar buildings.



**Richards-Wilcox Mfg. Co.**

"A HANGER FOR ANY DOOR THAT SLIDES"  
AURORA, ILLINOIS, U.S.A. Branches in all principal cities

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT  
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS  
ELEVATOR DOOR OPERATING EQUIPMENT

# Stock this finest-quality **SCREENING**

It's the famous Multi-Strand line

**ALDURA** aluminum  
**OPAL** galvanized  
**LIBERTY** bronze

REPLACEMENT OR A REFUND OF MONEY  
★  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

**Free!**



**NEWSPAPER MATS**

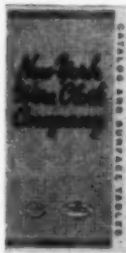
**DISPLAY CARD**  
Measures  
8½ x 11.  
Put it on your  
Counter!



**FOLDERS**



**free!**



**HANDY SURFACE  
MEASURING TABLE  
BOOKLET**

Tells at a glance,  
retail cost of any  
given amount of  
insect screening!

**SEND FOR COMPLETE  
INFORMATION ON  
THIS MULTI-STRAND  
MERCHANDISER**



Learn about the full program on  
**DURALL**  
revolutionary Tension Screen  
*Nationally Advertised!*

**SEND COUPON TODAY!**

**NEW YORK WIRE CLOTH CO., Dept. 5H-1**  
445 Park Avenue, New York 22, N. Y.

Please send me:

- ☐ Free folders, newspaper mats, display card.
- ☐ Free Measuring Table Booklet.
- ☐ More information on the Multi-Strand Merchandiser.
- ☐ Full details on DURALL Tension Screens.

Name.....

Address.....

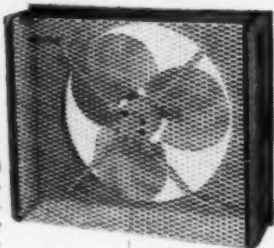
City..... State.....

# JOBBER'S

*It's the*  
**LINE**  
*that counts!*

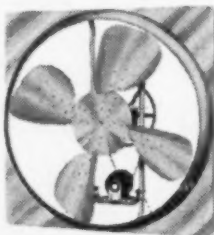
The picnic's over. Now you have to go out and dig. The only sure way to haul in big orders is to carry the best line. You can count on Murray in the fan business. Murray's the line that counts.

## MURRAY 20-Inch Window Fan



Most versatile fan made. Especially designed for apartments and smaller homes. Light weight—easily portable—attractive appearance blends with any home interior. Removable guard-screen made to protect tiny fingers—PATENTED, die-formed dynamically balanced blades—economical, quiet, 2-speed operation. Ivory and stainless steel. Also available in 24" belt-driven model.

## MURRAY Vertical Attic Fan



Vertical mounted—horizontal discharge. Very rugged. Carries unconditional 5-year guarantee (except for belt and motor). Sizes 24" with 1/3 hp. motor to 48" and 3/4 hp.

Housing heavy-gauge steel—frame "seamless, die-formed tubing." Torrington, PATENTED, perfectly balanced blades—sealed ball bearings with permanent lubrication. All Murray fans rated by ASHVE AND NAFM. Also available in horizontal mounting, vertical-discharge package units 24"-48".

A few territories open  
For full details, prices and literature  
Write to H. C. Biglin Company Sales Agents

THE  
**Murray**  
CO. OF TEXAS

DEPT. B-3



SALES AGENTS

**H.C. BIGLIN CO. Inc.**  
177 HARRIS ST. N.W. ATLANTA, GA.

## SEE FOR YOURSELF WHY **ROYAL** HEATERS SELL SO FAST!



THIS GLEAMING  
ROYAL GAS  
WALL INSERT  
HEATER MEANS  
SALES FROM  
ANY ANGLE!



**BEAUTIFUL!** Handsomely finished in either white or chrome.

**IDEAL SIZE!** Just the thing for bathroom or other small rooms. Takes 12½" x 20" wall space, depth 3¼". Also available in three-radiant size 12,000 B. T. U.

**EASY TO INSTALL!** Installed in a few quick, easy steps, see below.



Plumb in gas line. Attach Royal brackets to studs.



Insert 1-piece welded combustion unit. Connect gas line.



Fasten on front assembly.

Attach grill and control valve, and you are through! See finished heater at top.

## ROYAL MAKES A FULL LINE OF THE FINEST GAS HEATERS

Royal Gas Logs are proven favorites because of their beauty and dependability. It takes a close look to tell them from real oak logs. 22,000 and 30,000 B. T. U. sizes. BA-17 Andirons shown are extra.



Write today for illustrated folder and name of your nearest Royal distributor.

## CHATTANOOGA IMPLEMENT & MANUFACTURING COMPANY

MAIN OFFICES: 105 DELMAR STREET  
CHATTANOOGA 6, TENNESSEE  
QUALITY SINCE 1891

Start this Year Right...  
Right from the Start!



PATTERSON-SARGENT

*Sell*

**FLATLUX**



Take a sure-fire tip from thousands of successful paint dealers all over America and invest your money in BPS Flatlux now... today! Made with oil and in the gorgeous colors your customers have always wanted, BPS Flatlux is solidly backed by hard-hitting promotion that creates constant sales commotion in your store. And don't forget... everything you make... and you'll make plenty... is yours because your BPS Franchise grants you protected territory... protected profits!

*YUG OWNED PAINT LINE OFFERS SUCH CONSISTENT PROFITS*

THE  
PATTERSON-SARGENT  
COMPANY



CLEVELAND & NEW YORK

**THE PATTERSON-SARGENT COMPANY**

1325 East 38th Street  
Cleveland 14, Ohio

Please send me full facts on BPS Flatlux and your  
Protected Territory Franchise!

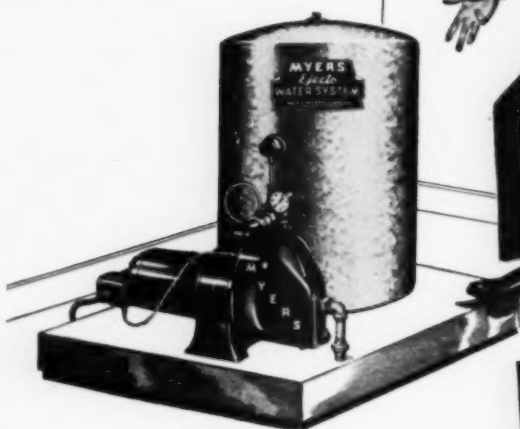
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# Your "Silent Partner"



**More Reasons Why  
Myers Dealers Sell  
Most Water Systems!**

## A MESSAGE TO MYERS DEALERS:

It's what a prospect hears about Myers Water Systems—the highly favorable comments of owner after owner—that brings him into your store as a ready-sold customer.

But in turn, it's what owners **don't** hear that **keeps** them sold on Myers. Continued quiet operation speaks louder than any words about Myers superior quality . . . soundest design and strongest construction . . . quality that pays off year after year in more water per dollar.

Yes—quietness rates highest among the most-wanted water system features. That's just another reason why a Myers dealer can sell rings around all competition.

**The F. E. Myers  
& Bro. Co.**

Dept. W-53,  
Ashland, Ohio



**Complete Line  
Covers Every Need  
and Preference!**



**Complete Merchandising Program  
Covers Every Proved Sales Aid!**



# CASH IN ON Swan's

SPECIAL  
"GARDEN HOSE PACKAGE"

- 1 Creates Greater Store Traffic!
- 2 Makes Your National Hardware Week Boom!
- 3 Sells More Profitable Swan Garden Hose!



*Here's a package  
you can sell!*

AN \$8.95 RETAIL VALUE—DESIGNED TO  
RETAIL DURING NATIONAL  
HARDWARE WEEK FOR ONLY **\$7<sup>85</sup>**

The 50-ft. coil of special Swan Green National Hardware Week Hose is individually packaged in a colorful self-displaying package which holds it securely upright for easy display in windows, on floors, or counters.

Package is NOT marked in any manner which would prevent its sale at regular prices after National Hardware Week. Merchandise will be shipped in a carton containing 5 coils of hose and 5 Swan Hose Holders. Order one carton, or as many as you like!



FOR THE 1951



## NATIONAL HARDWARE WEEK!

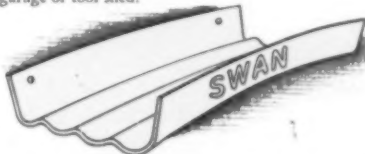


NO.	COLOR	SIZE	PACKAGING	SHIPPING UNIT	WT.
107	Green	Full 1/2 Inch	50-ft. coil coupled	5 coils per 250-ft. carton 5 SWAN Hose Holders TOTAL	70 lbs. 5 lbs. 75 lbs.

Never before has any garden hose manufacturer made a special effort to help hardware merchants sell more garden hose during National Hardware Week!

Now Swan leads again with a "Package"—designed especially for the 1951 National Hardware Week. This package consists of:

1. A HIGH-QUALITY 50-FT. LENGTH of full 1/2-inch inside diameter Swan Single Braid Green Garden Hose, equipped with genuine solid brass MAXIVOLUME coupling, plus—
2. A STRONG ALL-METAL SWAN HOSE HOLDER—a handy, practical item which makes it easy to safely stow garden hose out of the way on the wall of the garage or tool shed.



ORDER YOUR SWAN

"National Hardware Week Package" through your *Swan* Jobber Today!



SWAN RUBBER COMPANY, BUCYRUS, OHIO

World's Largest Manufacturer  
of Garden Hose





**Swan DOUBLE BRAID GREEN**  
Guaranteed in writing 15 years

**Swan SINGLE BRAID RED**  
Guaranteed in writing 10 years

**Swan SINGLE BRAID BLACK**  
Guaranteed in writing 5 years

**Swan SINGLE BRAID BLACK**  
Style No. 793

**Swan SINGLE BRAID GREEN**  
Style No. 100

**Swanite GREEN 1/2-IN. DIAMETER**  
Guaranteed in writing 10 years

**Swanite RED 1/2-IN. DIAMETER**  
Guaranteed in writing 10 years

**Swanite GREEN 1/2-IN. DIAMETER**  
Guaranteed in writing 10 years

**Swanite RED 1/2-IN. DIAMETER**  
Guaranteed in writing 10 years

**Swan PLASITE—ALL PLASTIC**  
Guaranteed in writing 5 years

**Swan INDUSTRIAL HOSE**  
1/2-inch inside diameter

# ORDER THESE

# Swan Advertising and Selling Helps TODAY!

## SWAN HOSE SAMPLES

Order this Swan retail sales tool today. Holds a sample six-inch length of each style and color of the Swan line. Colorful label attached to each sample gives pertinent sales fact. Helps salesmen answer customer questions, and sell more Swan Hose. Order by code number through your Swan Jobber.

CODE NO. Y-100

*Why it pays to buy Swan*  
**THE "TIME GUARANTEED" GARDEN HOSE**

NAME	SIZE	NO. OF BRAIDS	GUARANTEED IN WRITING	PRICE			
				30 ft. length	25 ft. length	20 ft. length	15 ft. length
SWAN DOUBLE BRAID GREEN	FULL 1/2 INCH	TWO	15 YEARS				
SWAN SINGLE BRAID RED	FULL 1/2 INCH	ONE	10 YEARS				
SWAN SINGLE BRAID BLACK	FULL 1/2 INCH	ONE	5 YEARS				
SWAN SINGLE BRAID BLACK	FULL 1/2 INCH	ONE	10 YEARS				
SWAN SUE WATE GREEN	FULL 1/2 INCH	ONE	10 YEARS				

Refer to brands of garden hose, which do not carry a "time guarantee" in writing, can seldom be relied upon to give long, inexpensive, trouble-free service.

**SWAN RUBBER COMPANY**  
World's Largest Manufacturer

CODE NO. X-6

Swan's over-the-counter card helps clerks and retail salesmen sell more Swan Hose. Shows customer why it pays to buy the best. Order by code number through your Swan Jobber today.

CODE NO. X-4

GET **Swan**  
GARDEN HOSE  
Guaranteed in  
writing up to  
**15 Years!**



CODE NO. S-101

This colorful 4-page folder gives complete story on Swanite and Plasite—Swan's new all-plastic hose. Ideal for stuffing envelopes or direct mailings to your customers and prospects. Order by code number through your Swan Jobber.

This full color 4-page folder tells the complete story of Swan Neoprene-Covered rubber hose. Order by code number through your Swan Jobber today.

**SWAN RUBBER COMPANY • BUCYRUS, OHIO**

**WORLD'S LARGEST MANUFACTURER OF GARDEN HOSE**



## Put these FREE L-O-F salesmen to work for you

Here's a carefully co-ordinated sales plan of four cards to help you get more replacement window glass business. You can use them as package inserts, as separate mailings or as stuffers in your monthly statements.

Any way you use them, they're all designed to set you up as "glass headquarters" in your neighborhood—and bring this profitable business to you.

Of course, you'll want a good stock of

the easy cutting L-O-F Window Glass that carries the famous nationally advertised shield trade-mark. For advice on what quantities of the fastest selling sizes to stock, call your nearest L-O-F distributor, or write us direct. Libbey-Owens-Ford Glass Co., 5611 Nicholas Bldg., Toledo 3, Ohio.

**LIBBEY • OWENS • FORD**  
 *a Great Name in* **GLASS**

**FREE! SEND FOR THESE CARDS Today!**

**IMPORTANT:**

Mail this coupon to your L-O-F glass distributor

Please send me a supply of window glass mail advertising material.

COMPANY NAME \_\_\_\_\_ (Please Print)

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

REQUESTED BY \_\_\_\_\_



*"Marshalling the forces of advertising to help solve national problems and to make democracy work better..."*

DO YOU KNOW that the forces of advertising are engaged today in one of the world's greatest jobs of mass education ... in the public interest?

Do you know that these forces for good have been released through the vision and unselfish cooperation of American business — advertisers, advertising agencies, media owners and others?

Hundreds of advertising agencies have volunteered their planning and creative time and facilities. Artists, cartoonists, photo-engravers, printers, typographers and others have contributed their services.

Media owners have donated millions of dollars in space and time. National and local advertisers have sponsored and paid for many millions of public service advertising messages.

As a result, the American people are being alerted as never before to the dangers which threaten from within and from without ... the dangers of ignorance about our American economic system, intolerance, tuberculosis, school and teacher shortages, etc.

And, at the hub of this great public service effort is your organization ... The Advertising Council.

#### **Advertisers and Media Owners... Your Help is Needed!**

Right now The Advertising Council has 14 programs in operation. The success of these programs depends on the public spirited and generous cooperation of advertisers and media owners. Your help, in the form of space or time donations

will mean a lot to us. And remember ... *What helps America helps you!*

#### **Yours for the Asking**

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council ... how it started ... what it is ... what it does ... Or ask for material on specific campaigns. Address:—The Advertising Council, 25 West 45th Street, New York 19, N. Y.



*Published in the public interest  
by*

**SOUTHERN HARDWARE**

**\*A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD**

# FOUR MORE DEALERS PROVE ROXDALE TILEBOARD BIG MONEY MAKER

## NEW YORK



**MR. WILLIAM L.  
VAN DUSSEN**

Martin Van Dussen Co., Rochester, Mr. William Van Dussen. "We've been handling the Roxdale tileboard line for two years now. I consider it one of my top lines. Sales average better than \$50 each. Volume has increased steadily. Customers are so satisfied that practically every sale results in two or three new prospects, recommended by the customer."

## CONNECTICUT



**MR. JOHN B.  
LeCLAIRE**

Mr. John B. LeClaire, Jewett City Hardware & Paint Store. "I highly recommend Roxbord. We average \$50 or better per sale, which is a very nice sale for our store. We sell it over-the-counter only. Roxdale window displays and other advertising materials bring a lot of interested people into the store."

## NEW JERSEY



**MR. JACK SIROTA  
MR. FRANK MILLER**

Mr. Jack Sirota and Frank Miller of Harry Silon, Inc., Jersey City. "We've sold \$20,000 worth of Roxbord since July, 1948—all over-the-counter—no installation at all. We never sold tileboard before taking on the Roxdale line. Our Roxbord display is so attractive that many people who walk into the store for a small item end up buying \$50 worth of Roxbord."

## PENNSYLVANIA



**MR. JOHN F.  
RICKARD**

Brownsville Hardware & Paint Store, Mr. John F. Rickard: "Around here, just like in the rest of the country, more and more people are doing their own redecorating. Our over-the-counter Roxbord sales keep going up all the time. The fact we handle the only guaranteed tileboard brings in plenty of extra business, too."

**act now**—This Fall and Winter, homeowners will invest more in redecoration than ever before. Roxdale's merchandising program is geared to bring the \$50 tileboard customers into your store. Take advantage like hundreds of dealers in your field who are enjoying Big New Profits through the sale of Roxbord. **ADD ROXBORD NOW.** Investment is small. **Send Coupon Today for Complete Facts Free.**

"A few select Distributors' territories still open in the South, Midwest and Far West."



**ROXDALE**

Products for handsome profits . . .  
**Send Coupon Now.**

Roxdale Building Products

New York 67, N. Y.

**You'll Profit More Always with Roxbord the Guaranteed Brand with Plenty of Promotion. Mail coupon for complete facts.**

Roxdale Building Products Corporation  
2916 White Plains Road, New York 67, N. Y.  
Without obligation, please give me the facts on handling Roxdale tileboard. SH-1

Dealer ☐ Distributor ☐

Name

Street

City  Zone

State

Attention of

# TO HELP YOU POWER

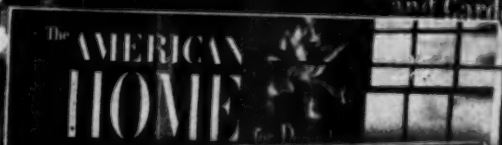
TIMELY  
ADVERTISING  
IN



**4,131,000**  
READERS



**3,285,000**  
READERS



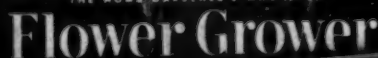
**2,600,000**  
READERS



**1,062,000**  
READERS



**450,000**  
READERS



**231,000**  
READERS



**4,100**  
READERS

# SELL PENNSYLVANIA LAWN MOWERS

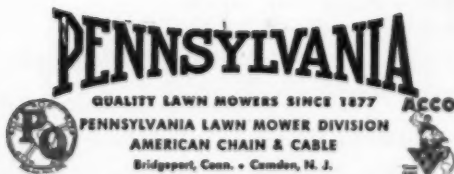
● **Magazines with a Total of More than 11,700,000 Readers**

tell and re-tell the story of PENNSYLVANIA's new, improved power mowers. This colorful, power-packed advertising campaign—the greatest in Pennsylvania lawn mower history—is telling prospective buyers what the Hardware Trade has known for 3 generations—that there is no better lawn mower buy than a Pennsylvania.

**Powered with Briggs & Stratton Engines**

Model T-15—21 inch cut—1½ H.P. Engine  
with rewind starter and tool box

Model R-15—18 inch cut—  
1 H.P. Engine



**Hand Mowers: Great American—Pennsylvania Jr.—Meteor and Penna-lawn. Also Trimmer and Edger**

as big as — **LIFE**

and — **Better Homes**  
and Gardens

and — Ladies Home  
**JOURNAL**

and — **The AMERICAN**  
**HOME**

and — **GOOD HOUSEKEEPING**

## **AUTOYRE'S 1951 CONSUMER ADVERTISING**

*designed to send customers into your store*

**FULL-PAGE, COLOR ADVERTISEMENTS IN AMERICA'S BIGGEST MAGAZINES**

We hope we'll be able to continue supplying you with merchandise . . . all you want . . . but, in any event, we'll do our best to keep sending you customers! As you can see, Autoyre's new consumer advertisements, reaching millions and millions of home-minded women, are designed to make these readers more home-conscious and send them shopping. Your housewares volume is bound to benefit!

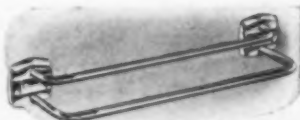
**THE AUTOYRE COMPANY • OAKVILLE, CONNECTICUT**

*Autoyre Fairfield matched accessories  
for bathroom and kitchen . . .  
Booth 380, Housewares Show, Chicago*

EVERYONE SAYS:

# My Bathroom and Kitchen just SPARKLE!

Cleaming new FAIRFIELD accessories make any bathroom or kitchen perk up! And they're wonderfully convenient—give you loads more room to keep towels and toiletries and things always handy! The luxurious lustre chrome finish stays clean and bright with just a wipe. Best of all, Fairfield fixtures are so low in cost, you'll want to get a complete matched "ensemble"! To be sure of these top values, ask for AUTOYRE (auto-wire) FAIRFIELD—at your favorite housewares counter or bath shop.



#### TWIN TOWEL BAR

Clever space-saver, this two-in-one bar! Holds twice as much—displays a complete towel set beautifully! Serves as lingerie dryer, too.



#### GLASS SHELF BRACKETS

Unique brackets grip shelf firmly from back—leave surface free, easy-to-clean. (Also available complete with glass.)



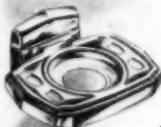
#### TOWEL BAR

Comes in two popular sizes, 18 and 24 inches long for guest towels, hand towels, bath towels. Fluted design prevents "slipping."



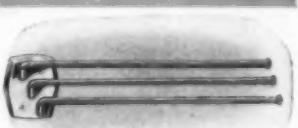
#### TOWEL RING

Distinctive stirrup shape. Extra decorative, used in pairs. Extra convenient under kitchen work counter—near sink—near stove.



#### TUMBLER AND TOOTHBRUSH HOLDER

Silvery, satiny chrome finish complements your pastel tumblers and toothbrush handles—goes with any bathroom color scheme.



#### ALL-PURPOSE RACK

Specially designed so that arms swing freely but "stay put" at any stop position. (Note: Makes the most practical tie rack ever!)



#### TOILET TISSUE HOLDER



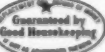
#### WALL SOAP DISH



#### DOUBLE ROBE HOOK

At department stores, hardware stores, 5c and 10c stores.

**AUTOYRE** *Fairfield*  
MATCHLESS VALUES IN MATCHED ACCESSORIES



All fixtures carry the Autoyre guarantee



#### THE AUTOYRE COMPANY DEPT. 5, OAKVILLE, CONN.

Please send me my copy of your new 24-page, illustrated booklet "77 Ways to Make Small Space Useful and Attractive."

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

FREE!



BRIDGEPORT,

# Remington Dealer Letter



CONN.



## SHOOTERS EVERYWHERE ARE READING



## REMINGTON ADVERTISING...



... and that is important to you and the future of your business.

Remington advertising is designed to sell, of course. But it has another important job, too. That job is to tell sportsmen the story of Remington quality and integrity ... the story of America's oldest gunmaker.

Call it what you will; faith, prestige, consumer franchise, we number it among our most valuable assets. Our advertising reflects this.

You, as a dealer, benefit too. For just as a man is known by the company he keeps, so is a dealer known by the brands he sells. Remington Arms Company, Inc., Bridgeport 2, Conn.

# Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 120

January, 1951

No. 1

T. W. McALLISTER, Managing Director

RALPH E. KIRBY, Editor

SADA N. WILLIAMS, Assistant Editor

BARON CREAGER, Southwestern Editor

(1206 National City Bldg., Dallas, Texas)

O. A. SHARPLESS

J. A. MOODY

Business Manager

Production Manager

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ANNUAL SUBSCRIPTION—\$1.00

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SOUTHERN HARDWARE for JANUARY, 1951

FAST MOVING

**Larson**

## SCREEN DOOR BRACE

**STRONG  
DURABLE**



Sells the Year Around.  
Attractively Packaged,  
Ready for Use.

**EXTRA  
SALES AID  
FREE**

Wall mounting display card (in colors) with hooks and screws packed with every box. Holds 12 carded braces.

**Order Yours Today!**

Remember it's the turnbuckle type brace that strengthens and braces screen doors.

Order from  
your Jobber.

**CHAS. O. LARSON CO.**  
STERLING, ILLINOIS

# MORE PROFITS IN 1951

when you sell the speedy, time-tested



## AMERICA'S FINEST POWER LAWN MOWER

YOUR customers will go for the new 1951 YAZOO MASTER MOWER . . . the power mower that really does a cutting job. Satisfied users throughout the South praise its dependable performance.

Here is a machine that can tackle the toughest mowing job. Homeowners, country club greenkeepers, park maintenance men, cemetery keepers, in fact everyone who has grass to cut will be amazed at the Yazoo Master Mower's efficiency and economy.

Just look at some of its features:

- Made in 18" and 24" blade sizes
- Powerful 4-cycle gasoline engine (1½ HP or 2½ HP)
- Rugged heavy gauge steel housing
- Bicycle-size pneumatic tired wheels
- Seamless steel tubing chassis frame
- Takes steep grades, cuts up close and handles easily.

Here is the rotary power mower that many of your customers will want to own next Spring. Write today for complete information.

### YAZOO MANUFACTURING COMPANY

P. O. Box 2477  
Jackson, Mississippi

I am interested in making more profits in 1951 with the Yazoo Master Mower. Send me complete information.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Get the Facts TODAY!

### KEY DEALER FRANCHISES AVAILABLE

Choice dealer franchises are available in some areas. Write for complete information.

**YAZOO MANUFACTURING CO.**  
P. O. Box 2477 Jackson, Mississippi

## WILL THE BRIDGE HOLD?

THE YEAR-END, traditionally, is a time for stock-taking. And, after checking the inventory records and the profit-and-loss statements, most business men devote some time after the first of the year to making plans for the months ahead.

That's going to be an extremely difficult problem, this January. Never in the experience of the present generation of business men has the future been so clouded with grave uncertainties; not even in January just nine years ago, the month immediately following Pearl Harbor. There's little to be gained by reading the year-end dissertations of business forecasters and economic soothsayers. All our thinking and planning must be colored by the international situation and military developments—which might be changed drastically before this page appears in print.

The only thing which seems certain, as one attempts to gaze into the crystal ball of 1951, is that we're headed back into a war economy. There must be greatly increased production of guns and tanks and planes and ammunition; and that means decreased production of automobiles and electrical appliances and building materials and hardware. It seems possible that merely by increasing the work week in industry from 40 to 48 hours, we might be able to take care of the 1951 military program while still maintaining our civilian economy at somewhere near its present level. But since that is not politically feasible, we must expect some curtailment in supplies of civilian goods during the year ahead.

In large part, production difficulties in durable goods industries will be due to shortages of certain critical materials, such as tin, zinc, copper, nickel and aluminum. These shortages result primarily from government stockpiling. For instance, at the year-end the government's stockpile of zinc had been built up to around a half-million tons; while for lack of zinc, steel producers were being forced to curtail their output of galvanized products.

Our economic planners in Washington are expected to urge the substitution of other materials for those in short supply, in the hope that we may have both the rearmament program and continued large production of civilian goods. But substitution

is not always feasible; nor will that take care of the manpower shortage as more men are drawn into military service.

Much of the present confusion is due to uncertainties as to the military program; for as 1950 draws to a close it seems that Washington itself has not yet determined what that program should be. But irrespective of the speed of rearmament, it is not likely that we need fear serious shortages of most civilian products during the early part of 1951, as several months will be required for the military program to crystallize into definite production schedules.

With respect to steel, for instance, present estimates are that the military program will not require, for the first half of the year, more than 10% of our total production. Yet, it will entail serious shortages of some classes of steel products, such as sheets.

As the new year starts, we are moving rapidly toward a regimented economy—price and wage controls, directives, allocations, limitation orders, inventory controls, NPA, OPA,

amendments, interpretations, explanations—and endless confusion as thousands of new federal employees take over the complex problem of developing and enforcing these controls.

Government may try to impose more and stricter controls over business than are really necessary; that may be expected, since there is tremendous political pressure for more and more government regulations.

It will be our patriotic duty to abide by these regulations and do everything we can to help a shrinking civilian economy back up an expanding military machine. But we also have the obligation to help maintain our American system of free, competitive business enterprise. We must do what we can to keep it free from unnecessary controls. We should remember that a free America is a strong America; that our ability to challenge communism is due to the fact that we have not been a regimented people.

As we gaze into the clouded crystal ball, one grave uncertainty is whether our free enterprise system will again stand up under the strain of a great military program.



# THIS TAG



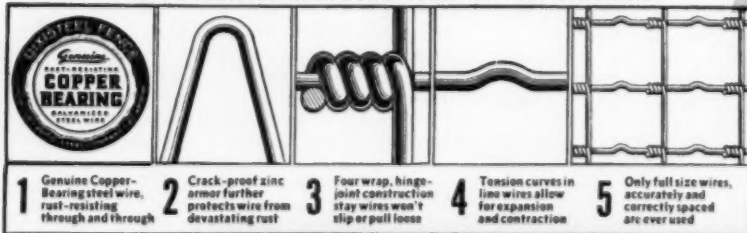
## Means money to you...

Because your customers know it means money to them—in longer-lasting fence . . . greater year-in and year-out protection.

Sell the fence that is Southern made for Southern needs . . . that makes satisfied customers for you—DIXISTEEL FENCE.

See your wholesaler or write today for full information on the complete DIXISTEEL Fence Line.

### These 5 Features Mean Better Fence for Your Customers



- 1 Genuine Copper-Bearing steel wire, rust-resisting through and through
- 2 Crack-proof zinc armor further protects wire from devastating rust
- 3 Four wrap, hinge-joint construction stay wires won't slip or pull loose
- 4 Tension curves in line wires allow for expansion and contraction
- 5 Only full size wires, accurately and correctly spaced are ever used



## Atlantic Steel Company

ATLANTA, GEORGIA



## *Solving a Space Problem with* **HOME-BUILT FIXTURES**

**T**HE PROBLEM of displaying attractively an \$18,000 inventory in just slightly more than 1,000 square feet of space might seem impossible of solution, but not for the owners of the Lucas Hardware Company of Arlington, Va. To make the best use of limited space these aggressive hardware men—father and two sons—constructed their own display units—fixtures designed to fit the merchandise they sell!

Anyone entering the store is impressed immediately with the trim, well-organized arrangement and the striking one-unit, representative displays, without realizing that the wide selection of merchandise is housed in a space of only 1,080 square feet. On closer observation, a visitor might realize that the counters, shelves, and cases were constructed to accommodate particular types of merchandise, in order to retain spaciousness and or-

*To achieve attractive displays despite the limited space available, these owners constructed special display fixtures designed to fit the items they sell*

der. A look behind the scenes reveals the ingenious use of space as developed by the owners.

The Lucases made all their own store fixtures—at a savings of approximately \$5,000. Their aim was to make functional fixtures to best display various types of merchandise. With materials costing about \$1,000, the fixtures were made over a month of evenings and weekends, as the store expanded during the past year.

The Lucases, former carpenters, began by making open-shelved, pyramid tables, 3' x 5', which were comprised of seven levels with

widest space of 14 inches at the lowest level between the shelves, and eight inches between shelves at eye level.

"This is understandable," explained George Lucas, "for the eye can take in more at its own height than when merchandise has to be scanned near the floor."

As the stock was expanded, the 3' x 5' tables were combined with other tables to form 3' x 10' island tables.

In the wall shelves used to display aluminum and steel housewares, the owners wanted to emphasize single displays of such items, so they omitted the usual upright supporting shelves that consumed space, and formed niches with bracket supports. A neater, framed display resulted. Here, too, shelves were more widely spaced near the floor, with space narrowed between the shelves at eye

level to emphasize housewares.

"Our chief concern was to give an appearance of order," Lucas said. "Above all, we wanted to avoid piling merchandise on top of other items, with the disorder and confusion that results."

An interesting feature in their storage of merchandise is an arrangement in which items are stocked in the cabinet which is alternate to the one on which they are displayed. Thus, a wrench or hammer which is displayed on a right-hand panel is stored in the adjoining left-hand cabinet; while a screw-driver shown on the left-hand panel is stocked behind the right-hand panel. Using this stock arrangement, it is easier to get precisely what the customer wants by

immediate comparison, without having to swing the panel open and shut several times. There are 12 such tool panels, each measuring 20 x 30 inches.

For their series of 36 compartments of diverse, small items, the Lucases made drawers of cheese-boxes, painting them a pastel green with bright glass drawer-pulls.

It was the odd-sized and awkward merchandise that challenged the ingenuity of the owners. Storing baseball bats in the sporting goods department presented a problem, until the Lucases made a sectional box netted with compartments to keep the bats assorted tidily and in upright positions.

A recessed counter, made to store rolls of wire screening of various

sizes, keeps the rolls from crowding the aisles and hampering passages.

To display gift items, the Lucases designed narrow shelves, seven inches deep, in the front of an old, conventional, glass show case. They left the glass-top surface intact, so that another display could be seen on a shelf about 10 inches below the glass surface, and filled in the rest of the counter with storage space.

For their line of fishing tackle, they made a revolving display for fishing rods; a five glass-shelved unit arranged in progressive tiers to display tackle; a wooden multi-branched "tree" for displaying assorted balls of cord and twine; a box perforated with holes in which to store the mops and brooms in neat, upright positions.

No nook was overlooked, no space that presented possibilities was passed up. Over the doorway they built a shelf 36 inches wide to display heavy goods, such as galvanized tubs, pails and bicycle tires. A 24-inch shelf extending around the walls of the store is used to display wheel goods and related items.

And when the walls and floor yielded no more space, the Lucases looked to their 12-foot ceiling. From beams that offered support, they suspended bicycles and tricycles. These could be studied in their variety of features right from the floor, and easily removed from their S-hooks and replaced after customer examination.

The rear of the store, 12 x 18, provided the only concentrated storage space the store offered, and  
(Continued on page 48)



Above, wall panels afford attractive means of displaying merchandise. Panels swing open and have storage space behind. Here, George Lucas, left, confers with brother, Jack, on the restocking of an item. Right: the recessed counter at the rear accommodates rolls of wire cloth, keeping aisles free in this small store. Wheel goods hang from ceiling while center displays are on pyramid tables having seven tiers





## Novelty advertising promotes this HOUSEWARES DEPARTMENT

**A**DOPTION of the theory that "no housewares item is so commonplace that it cannot benefit from colorful advertising" has led to a large sales increase in the housewares department of W. J. Pettee & Co., hardware retailers of Oklahoma City, Oklahoma.

Operating one large store in the downtown district and nine smaller neighborhood stores over Oklahoma City and suburbs, the Pettee firm has realized a consistent increase in sales of housewares, according to E. B. Saul, merchandise manager.

Mr. Saul, who personally engineered the successful advertising program, gives full credit for this sales increase to the use of novelty advertising. "By novelty advertising," he said, "we mean giving such commonplace items as galvanized ware, aluminumware, wash tubs, etc., the benefits of the same type of colorful display advertising which automotive dealers use for new cars, or sporting goods dealers use for newly-developed sporting items. When such commonplace items are overlooked, they are sold only to customers who come in looking for them. But if we put the same kind of promotional emphasis behind them that we use for

more sensational merchandise, our housewares sales invariably pick up."

For years the Pettee store has allocated a set percentage of gross sales to each department for advertising. Heretofore, the percentage allowed for housewares, ranging from major appliances down to

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**By Robert Latimer**

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cutlery, has been rather small, in comparison with the percentage devoted to other lines. However, during 1949 the store averaged one eye-catching display ad on housewares per week, and sales jumped nine percent.

A typical ad, one which created much attention in May, was a 4-column, 20-inch ad, in which Pettee's offered "One Thousand Garbage Cans." The picture of a popular, galvanized, corrugated garbage can was pictured in the ad. Across the top of the ad a banner headline read: "Pettee's 10 Stores Offer One Thousand Garbage Cans! Buy these at Pettee's store in your neighborhood." Because the ad

was attractively made up and pointed out that the can was a regular \$3.95 value marked down to \$2.29, the firm sold a full carload in a single day, with a similar turnover on the second day.

Another ad on aluminumware brought in a \$1,000 volume in a few days on \$19.95 items. Also, such ads have been used effectively to turnover outdoor equipment, basement hardware, plumbing supplies, etc.

However, not all such special housewares promotions are based on marked-downs, Mr. Saul said. "Frequently, we are introducing a new item, or merely selecting one at random and giving it the benefit of the type advertising which is usually allocated to more glamorous lines," he said. "But we have found that such ads serve to stimulate buying appeal or to remind the home-owner of housewares which she has overlooked or forgotten to purchase."

W. J. Pettee & Co. has a long and colorful history. On April 22, 1889, the day Oklahoma City sprang full bloom from a virgin prairie to a lusty town of 10,000 persons, W. J. Pettee opened for business in a tent on the same Main Street location the store has



Above, left to right, Charles R. Good, executive vice president and general manager; Wm. J. Fugitt, president; and Homer J. Rush, treasurer. Below, the shack in which W. J. Pettee opened for business in 1889 and the store, with same location, as it appears today



occupied to this present day.

"Bill" Pettee made the run into Oklahoma City prepared for business. Before dark on the first day he was doing a rushing business selling the wagon load of kerosene lamps, dish pans, cooking utensils, and other supplies he had brought with him from Osage City, Kansas. From this modest start, he expanded his enterprise until it became one of the largest in the Southwest. It was he who launched the idea of making a hardware store presentable, organized on the principles that permit customers to go to the counter containing the articles wanted.

Gradually, he elaborated on the store's departments and added to stocks in the hardware line, until the store became known as the "Marshall Field's" of Oklahoma. Today a spacious five-story building stands on the spot where "Bill" Pettee first pitched his tent and started selling hardware. It is the oldest store on Main Street, as well as the only business enterprise, started on the first day of the city's history, that is still in operation. Ten modern, fully stocked neighborhood stores serve every section of greater Oklahoma City, and the company employs more than 200 persons.

Beginning a new chapter in the history of the 61-year-old firm, the board of directors recently elected Will Jay Fugitt, 28-year-old grandson of the founder, president, to succeed Floyd S. Lamb, brother-in-

(Continued on page 47)

Right, Harry Biggers (left), manager of appliance sales, helps a customer select a television set. Below, Ray Biggers, sporting goods department head, sells football equipment to a young customer



## SHARING STORE MANAGEMENT

**D**EPARTMENTIZED supervision has been the key to greater efficiency and increased sales for the Biggers Hardware Co. of Corinth, Miss.

Here, six members of the Biggers family (five brothers and a sister) share in the operation of this successful 31-year-old hardware store, which is fully departmentized. Each department has a separate manager, who has full authority to buy for his department, add new lines, plan promotions, and handle credit sales.

"We have used this method of operation for 10 years," said J. D. Biggers, president of the firm, "and we have found it most successful. By enabling our personnel to concentrate on a specific line, or lines, we permit them to become thoroughly familiar with the merchandise in their department and therefore do a much better job of selling and buying. Also, responsibility for each phase of our operations is definitely fixed, and each department operates inde-

pendently of the others."

The duties of the six Biggers are divided as follows: President J. D. Biggers buys general hardware lines which are not handled in any specific department, and also building materials and plumbing fixtures; Neal manages the paint and electric pump department; Ray is in charge of sporting goods; Harry Lee handles radio, television and appliance sales; Miss Elizabeth Biggers is office manager and bookkeeper; and Preston is responsible for the receiving and pricing of merchandise.

Whenever time permits, all six assemble for a "staff meeting" in the firm's back office to compare notes, hold general discussions, and map out store-wide newspaper advertising. However, only a few such meetings are held each year.

The Biggers multiple-manager method adds up to better service for customers. A farmer may come in to request estimates on a water pump installation. This data probably would not be available from a

salesman, and the manager would have to be summoned. Under the one-manager system, the manager too often would be tied up with another patron, and a long wait would ensue for the farmer. Under the separate manager plan, Neal Bigger probably could give the customer immediate attention because of his limited scope of duty. He could quote necessary figures more quickly than if he had to have at his fingertips information regarding all of the merchandise in this large store.

Salespeople also have become more valuable under this system. Each department manager, equipped with a better knowledge of the merchandise under his supervision, is able to give sales personnel more specific pointers for stressing selling points and handling customers. He is able to appraise each salesperson more carefully and determine his assets and shortcomings.

The paint and pump department  
(Continued on page 46)

## ***Promoting Sales with*** **MODERNIZED DISPLAYS**

**D**EPARTMENTS of clean, well-displayed, related merchandise stimulate extra sales, and extra sales mean larger profits. Phillips Bros. of Roanoke, Alabama, discovered this fact several years ago, and theirs is a real success story.

In this modern hardware store,

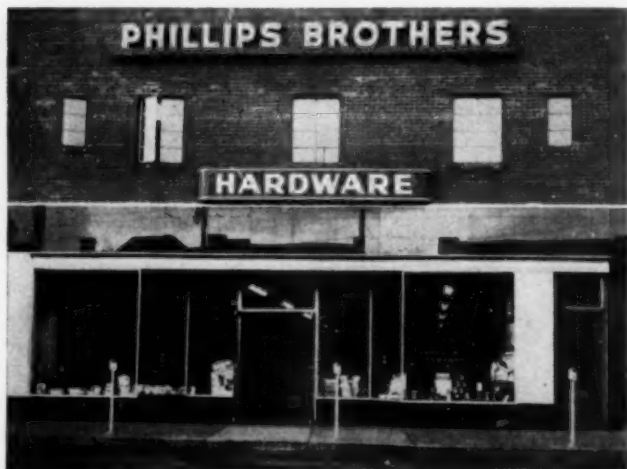
laid out by departments, the customer is tempted to buy that extra item. The housewife, in search of a china bowl, is attracted by glassware she has intended buying for months. The carpenter, visiting the store to buy a level, sees a saw or tool box he has been wanting for a long time. So it goes, in every de-

partment of the entire store.

Now one of Alabama's most modern hardware stores, the Phillips Bros. business was purchased in 1937 by J. P. and Leon Phillips. Previous to that, and dating back to its establishment in 1915, the store was owned by the late Guy H. Handley, son of Captain W. A. Handley, one of the founders of Moore-Handley Hardware Company of Birmingham, Alabama.

Through courteous service, with advanced ideas and plenty of hard work, the Phillips brothers gradually increased their business. In 1949 they opened their present building, which was designed especially for their business and which contains 10,370 square feet of space on each of its two floors. All fixtures are modern and brilliantly lighted to show merchandise at its best. The entire store is laid out by departments, making it easy for customers and clerks alike to find related merchandise.

Credit for the success of the business is given to complete stocks, rapid and courteous service, and displays that tempt the most conservative shopper.





Opened for business in 1949, the new store of Phillip Bros. contains 10,370 square feet of space on each of its two floors and is designed for easy and convenient shopping. The exterior of the building features a backless, glass front, with parking space at the door. Paint, chinaware, and other such merchandise are displayed on both shelves and island displays, and within easy reaching distance of the customer. Wide aisles offer leisurely shopping and eliminate the danger of dislodging and breaking loose merchandise on displays. Sporting goods, right, like other merchandise, are clearly tagged and ready for inspection by interested customers



## Substantial profits from this sideline--

# WORKCLOTHES

**I**N ADDITION to being an added source of profits, workclothes have brought about a 10 percent increase in the sales of tools and related supplies for Olson Hardware Company of Washington, D. C.

When Salvind Olson, owner, introduced the line of workclothes several months ago, he started with an inventory of \$400 and included carpenter's overalls, painter's overalls, carpenter's aprons, dungarees, corduroy and blue denim trousers and jackets, and heavy lumberjackets, as well as khaki workshirts. Prices range from \$1.98 for dungarees to \$9 for heavy lumberjackets.

### Display Tables

Using two island display tables, 3 x 5 feet, and four shelves, 43 x 20 inches high, he stocked six of each item, covering sizes 30 through 46. To call attention to the new stock, he displayed the workclothes in one of the front windows, along with tools and related supplies. During the first four weeks his

sales volume exceeded \$100.

"I also placed them prominently beside the cash register, where they could not be overlooked," he added. "The fact that we were stocking them spread by word of mouth also. At the end of the first month, I had to reorder."

With workclothes carrying a 35 percent margin, Olson plans to expand the department to include work caps, gloves and sox. An order of \$300 already is placed for

300 pairs of canvas, jersey, asbestos and leather tipped work gloves, approximately 300 pairs of sox, and 200 caps.

The most popular item are carpenters' and painters' overalls, with dungarees being the most competitive.

Olson has obtained a list of construction subcontractors to whom he plans to send direct mail, promoting the newly-expanded workclothes department. Recently, he distributed free about 1,000 painters' caps and rulers with his firm's name and address printed on them.

"Putting in workclothes brought the results we looked for," Olson said. "There was a demand for them from carpenters, machinists, electricians, bricklayers, painters and construction workers. Also, there was a ready-made potential in a neighborhood like ours, where tremendous construction work has been going on and where there is a streetcar terminal machine shop, a lumber yard and millshop, several automobile repair shops and gas stations nearby. Workmen from all these places have come in looking for workclothes. I also believe that there will be some demand from home-owners who do much of their own work around the house."

In view of the fact that many hard lines may soon be in short supply, many retailers may find work clothes to be a valuable substitute.



Salvind Olson, left, helps a customer select painter's overalls from the store's selection of workclothes. For the neighborhood store, he says, workclothes are a ready-made potential for sideline profits

# The Booming Market for POWER LAWN MOWERS

**Power mowers are being bought in increasing numbers by farmers and home owners, and the market has barely been scratched**

**By Sam Briggs**

Sales Manager, Lawn Mower Division  
Reo Motors, Inc.



Mr. Briggs

**T**HE power lawn mower industry is still new, still growing, still full of opportunities for manufacturers, for wholesalers, and for dealers. Only a few years ago power mowers were purchased only for mowing parks, cemeteries and the lawns of schools, colleges and large estates. No one thought of using a power lawn mower on less than an acre or more of lawn.

Nine years ago, in 1941, only 40,000 power mowers were produced by the industry. During the war none were built. In 1948 total power mower production was about 300,000, in 1949 about 400,000, and in this calendar year of 1950 production will exceed 600,000. This is an increase of one-third in 1949 and a further 50 percent increase this past year. Check your sales and see if you have kept pace with the industry.

There are today over 100 different manufacturers of power mowers. There are only about ten manufacturers who are doing a major job of engineering, production and merchandising of power mowers on a national scale. These ten manufacturers have produced over 90 percent of the power mower volume. They have prospered, and are splendid examples of what can be accomplished in business under the principles of free enterprise.

At least 300,000, or one-half, of the power lawn mowers manufactured this year have been sold by large national accounts, the rubber companies, and the auto accessory chains. Probably 200,000 power mowers, or one-third of the production, has been sold by wholesalers.

Power lawn mowers are being purchased today to mow parks, cemeteries, and the lawns of schools, institutions and large estates, the same as in years past. The large group of purchasers, however, is made up of professional people, white-collar workers, the skilled and the semi-skilled wage earners. With the average family income now above \$3,600, power lawn mowers are no longer regarded as a luxury.

There is a basic need for power lawn mowers. They are being used with satisfaction on even small lawns. This is a mechanized age. The businessman, the factory worker, the farmer, after working with modern office equipment, precision machinery, with tractors and modern equipment can not be contented to mow the lawn except with power.

The remarkable increase in the power lawn mower market has not come about because of economy. It is true that they do save some time and money. However, many of us could never justify the purchase of an automobile today merely to save expense of transportation. We purchase automobiles because they are modern, because they are handy and convenient, because the neighbors have them, because it is fun to drive them, and because they are part of our way of life.

Power lawn mowers are being purchased for the same reasons: they are handy, they are convenient; it is fun to mow a lawn with a power mower; they are a part of our modern way of living. Any man with some grass to cut is a prospect.

Only a few years ago it was the trend of our fathers to want to sell or retire from the farm and move to the city where they could enjoy the conveniences of electricity and running water. Today the conveniences have gone to the farm. It is our ambition to leave the hubbub of the cities, and to move back to enjoy the peace and quiet of country life. Each year there are more people working, earning more money, building more homes, and there is a definite movement towards suburban areas, where they have better lawns. When driving along the highways, look at the lawns. Each year the farm lawns seem to look not only better kept, but larger. Farmers are purchasing power mowers by the thousands.

A conservative estimate is that the market for small and medium-sized power mowers is not over 15 percent saturated. It hasn't been touched yet.

There are several different sizes and types of power lawn mowers. The 20-inch and 21-inch cut sizes seem to be the most popular, followed by the smaller 18-inch and 19-inch as second in popularity. The 22 to 25 inch sizes are third in volume. Power mowers of 30-inch width and up are a specialty and sell only in small volume.

There are two general types of power lawn mowers, the revolving reel type and the rotary cutter type. The revolving reel type of power mower is regarded as the most satisfactory for mowing average lawns.

Rotary power mowers are used primarily for cutting taller grass, but in many cases are used suc-

cessfully for a combination of lawn mowing, for cutting the high grass on vacant lots, around farm buildings and similar areas. The rotary mower does not do an entirely satisfactory job of mowing a good lawn, but as a combination machine where there is a variety of cutting to be taken care of, it is gaining in popularity.

The rotary type mower has been especially successful and popular in the South, where there are many types of wild grasses which come up quickly in lawn areas, such as wire grass, witch grass and weeds which grow quickly.

There is a tremendous potential market for electric power mowers,

power lawn mowers have done an outstanding job advertising in both trade papers and in the national magazines. I am sure that advertising has been a most important factor in creating a desire for power lawn mowers, and in acquiring their status as a household necessity.

Good, aggressive advertising has paid off well for all manufacturers who have tried it. Good, aggressive advertising has paid off well for all wholesalers and dealers who have tried it.

Many times I have been asked, "When is the best time to advertise power lawn mowers?" Most bathing suits are sold in the sum-

and size it up in general. Window displays are very effective, and sidewalk displays are always eye catchers.

It is important to keep the machines clean, to give them room. In a sidewalk display, where possible, the engine should be started and the prospect given every opportunity to look the machine over carefully and actually run it himself.

Lawn displays, of course, are best of all. The dealer who is fortunate enough to have a small lawn in front of his store or perhaps next door, has a golden opportunity to create additional sales through the magic of demonstration.

It is of the utmost importance for dealers to have time payment plans available on power lawn mowers. It is just as necessary as on refrigerators, radios, television, furniture and similar items. The home-owner, or the home-renter, who purchases a power lawn mower is an exceptionally good credit risk, much better than the average purchaser of a radio. Local banks and loan companies have recognized that a power lawn mower time contract is a good risk, and in many cases have been taking such paper without recourse on the dealer. At the present time, Regulation W issued to curb credit extension does not cover power lawn mowers. This should be a real sales help.

The large national chain stores handling power mowers aggressively, solicit time payment business, and during the past year have sold about 40 percent of their volume on time.

During the past 20 years there has been a phenomenal growth in time selling, and it is unfortunate that independent merchants have not been getting their share of such business. In many cases, they have been not only unable, but unwilling to handle credit selling.

It is consumer credit that has enabled the American skilled and semi-skilled workers to buy more merchandise. Consumer credit expansion is, of course, now being curbed, but time payment selling is here to stay, and the independent merchant who wants to participate in the phenomenal growth of sales for power lawn mowers, or major home appliances, or any other big ticket items must offer time payment and budget plans to his customers.

(Continued on page 44)



Demonstration of the correct size and model power lawn mower to a known prospect is the most effective known method of making a sale

yet untapped and undeveloped. The dealer, however, must bear in mind that electric power mowers are suitable only for small lawns, which can be mowed in a few minutes with a hand mower.

The name "electric power mower" is magic. When you say, mow with electricity, no fuss, no muss, no noise, no smelly gas, just plug it in like a vacuum cleaner, it is a natural for merchandising. Actually, the cord on an electric mower is not a great handicap—no more so than the cord on a vacuum cleaner. The customer with a small lawn, who comes in to buy a \$35 hand mower, can be "sold up" to an electric mower. But we must be careful not to oversell the electric mower. It is a mower for small lawns only. It is not a satisfactory mower for large lawn areas.

During the past few years, the wide-awake manufacturers of

merchandise in hot weather. Most power mowers are sold in the spring and summer. My answer to the question is, watch the weather.

Start your advertising early. Try to splash large ads at the right time. Tie in with some of the national ads of the mower manufacturers if possible. Warm weather brings people in to buy, not only power mowers, but lawn seed, garden seed, lawn tools, fertilizer and all of the things that go into the ground and onto the lawn in spring. When old Mother Nature goes to work, that is the time to splash big ads. The success of an advertising campaign does depend upon the timing.

Power lawn mowers need to be displayed. Floor displays to be effective should be kept clean, should allow sufficient room so that the prospect can move around the mower, take hold of the handle

# I TRIED TO RETIRE

By E. B. Reed\*



**B**Y JUNE, OF 1948, I became rather thoroughly convinced that I had enough of the retail hardware business, so I sold out and retired. But fourteen months later I realized that, if I were to be happy again, I had to get back into the hardware business.

And seventeen months after I retired for good I was back in the hardware business, with a bigger and more attractive store than I had before, and I am happy again.

## May Help Others

I have agreed to relate my experience, and the torment I endured in retirement, because I believe my experience might help some others who even now are beckoned by the fallacies of permanent retirement. I am not attempting to tell other dealers of substantial age and substantial bank account what to do. Retirement in my case just wouldn't work and I doubt if it will work for very many dealers of extended experience.

My conviction that I had enough by June of that year had been building up gradually. I was tired of it all. War time shortages and the difficulties resulting contributed a lot to my state of mind, I believe. And my help was restless. I don't mean to suggest that I didn't have good help, because I did. However, all things considered, I was

just awful tired of the store, so I sold it.

The price I got was good. I could have gotten more money. But I named a fair price and my buyer took it. I didn't want anyone to start in my location with two strikes on him. It was a good deal for him and I was satisfied. I resigned as president of our state association, gathered the family together—Mrs. Reed and our two sons—and we all went to California for three months, where we thoroughly enjoyed ourselves.

At the end of the three months, of course, we came home to Dallas and I already realized that I would have to find something to do. I began looking around for something that would interest me, but that did not involve so much work.

However, I was handicapped by having spent practically all my life in a retail hardware store. At the age of 12 I started working in my father's hardware store and I had been at it ever since. I didn't know anything else, so nothing else seemed to catch my interest.

## Tries Real Estate

Finally I decided to try real estate. To prepare myself, I enrolled in a course in real estate at Southern Methodist University. And I studied business law. Then I opened an office, in November of 1948 and I was a real estate agent in name at least for six months, until May of 1949.

That was enough of real estate for me. I quit because I just could not get interested. Oh, I swung a few deals, it is true. But as a real estate man I was a flop, no denying

it. So we all went to California again.

After getting settled in California for the second time I fully realized that something had been building up inside of me ever since that first three months on the West Coast. And I had to recognize that something for what it was.

For 25 or 30 years I had been in the habit of rising at 6 in the morning and by 6:50 I was at the store. It is difficult to break the habits of a routine you have lived with for so long, so, of course, after I sold the store I had continued getting up at six.

## Too Much Time

Now, with not even a real estate business to occupy me, I would get up at six ahead of the family. I would fix myself some breakfast. Then I would read the paper. And after that—well, after that, all there was for me to do was wonder what in the world I would do the rest of the day.

So I had to admit to myself, and to my family, what had been building up in me. That second three months in California was anything but enjoyable for there was no denying the truth. If I expected to be happy I just had to get back into the hardware business.

We came back home to Dallas again in September of 1949 and I immediately began looking for a location. Even in doing that there was a lot of relief from the empty existence I had endured. And when we opened again in December of that year it was, I believe, one of the most satisfying days of my life.

(Continued on page 47)

\*Mr. Reed owns and operates the Reed Hardware, in Dallas, Texas, with his two sons, E. B., Jr., and Walter. He is a past president of the Texas Hardware and Implement Association.

# In selling Water Systems do the whole job

By Robert Latimer

**S**ETTING up a sales program whereby the hardware dealer contracts the pump installation, digging of the well itself, and guarantees one year of service, has worked so well for Harvey Hardware Company, Pensacola, Florida, that the firm sold 602 water systems last year.

Electric water systems have proven to be "big business" for this firm, largely because D. M. Harvey, owner, has "looked at the sale from the farmer's standpoint." Before installing his first electric water system in 1935, Harvey made a check of the newly-electrified districts surrounding this western Florida city. He found that many farmers and estate dwellers were discouraged about water system installation, due to the difficulty in obtaining a well digger, of hooking up the electrical connections, etc., as well as financing the units.

"From the outset, it appeared to us that the dealer's best bet would be to contract everything involved in setting up the water system," Harvey said. "Then submit only a single bill and thus simplify the entire matter for the customer. By offering to handle each aspect of the operations ourselves, and backing this up with a financing plan that would be in line with the customer's income, we found that all of the objections to selling water systems were eliminated."

Harvey Hardware Company carries one of the widest choices of electric water systems available in the Southeast, ranging from one-quarter horsepower shallow-well units to 15 and 20 horsepower high-capacity systems for commercial and industrial use. The books show that a majority of the units sold were one-half horsepower, considered the best size for average home use in the Pensacola area.

To display the water system in-

side the store, Harvey uses an elevated platform, readily visible from the front entrance, which shows 12 samples of electric pumps and water system connections. But by far the most effective sales promotion tool, he has found, is a "water-system sample," consisting of a pump, a 20-gallon water container, and an ordinary faucet which delivers a stream of water into a tank below. This display, which turns on automatically when a customer turns the handle of the water tap, is of never-failing interest to the company's heavy Saturday trade.

One salesman is stationed at this display on Saturday to explain the advantages of running water "out in the country" and to give the potential customer some facts about the store's installations.

In addition to pump sales gained through this display, Harvey Hard-

ware Company has benefitted from a split-cost advertising program, run cooperatively with a manufacturer who supplies the majority of the low-gallonage, shallow-well pumps. Still more sales are developed by immediately "broadsideing" all homes within 10 miles of each new installation.

"We also make regular use of radio advertising," Harvey pointed out. "Short, snappy commercials, which are sure to attract attention, are broadcast during the morning hours, when farm wives are likely to be listening to their radios."

Most of the store's newspaper advertising consists of newspaper mats, which show a delighted housewife filling a washing machine, watering her lawn, etc.

In spite of the large sales volume it handles, Harvey Hardware Company never has used an outside "specialty sales man" of any kind on pump promotions. Instead, either Harvey or a capable assistant is available to go out and visit the prospect's home and make recommendations on the spot. Harvey, incidentally, is known as "the best pump man in western Florida" and has justified the title by installing successful water systems in many areas where such service was thought impossible.

Wells are dug by a reliable contractor, who devotes most of his working time to Harvey installations. All wells, pumps and connections are guaranteed to give a certain gallonage output for one year. If desired, the store will contract the construction of a concrete

(Continued on page 46)

The most effective sales promotion tool used by Harvey Hardware Co. to sell electric water systems is an interior display of an electric pump which delivers a stream of water into a tank below. The display, consisting of a pump, a 20-gallon container, and an ordinary faucet, turns on automatically when the handle of the water tap is turned

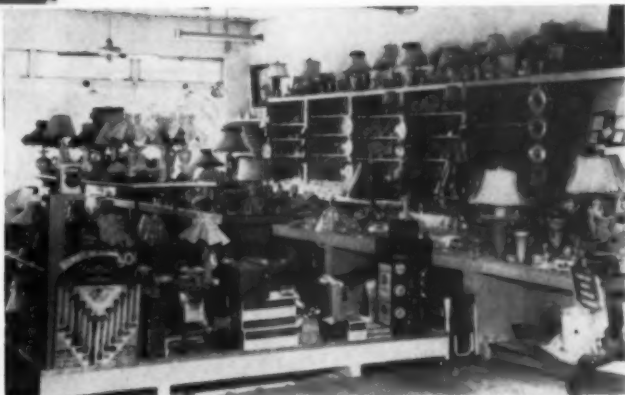


SOUTHERN HARDWARE for JANUARY, 1951



A young housewife, after talking with a salesperson in the home accessory department about refrigerators, asks P. S. Shepard to show her such a unit

# Home Accessory Department



The home accessory department, given plenty of space and well-lighted at all times, features gifts and housewares in various price ranges

**F**OR PROMOTING gifts and a full line of housewares, a home accessory department is a profitable and attractive section for a hardware store, according to P. S. Shepard, manager of Hamilton Hardware, Liberty, Texas. Such a department, he says, offers less limitations and more scope for buying than an ordinary gift department, and thus gives the dealer a faster turnover and the customer a wider selection.

Located midway between Houston and Beaumont, a farming area where there is a lack of metropolitan atmosphere, Hamilton Hardware makes the most of its home accessory department to "dress up" the store and thereby attract women shoppers. Without this section, Shepard pointed out, there are too few occasions for women to visit the store.

The department is continually showing new items, which, said Shepard, "are an important factor. Women know what's currently in vogue, and that's what they want for their homes. For instance, a woman seldom buys a vase to fill a need. She sees a new one, likes its shape, design, color or material, and she buys it."

To meet the needs of customers in many income brackets, accessory items encompass various price ranges. Chinaware sells rapidly, and the department offers both imported and domestic lines. "But don't be afraid to stock high-priced items," Shepard warned, "for they

are essential, and a customer will often shy away from a department that does not stock them. If your store gets a reputation for handling cheap items, it will defeat the best efforts to promote the department.

"And forget the gift angle. The customer will not buy a particular item for a gift if it doesn't appeal to her. But often she will buy a more expensive item to be given as a gift than she would buy for herself. However, usually she will buy merchandise of comparable quality for her own home."

The home accessory department is staffed by two women. "No hardware store should be without saleswomen," Shepard said. "They sell the major appliances indirectly. A woman knows the features that certain appliances have that will appeal to different customers, whereas a man would not. We know this by the large number of customers who ask for demonstrations of specific features that have been mentioned to them by our

saleswomen. And one feature, when properly explained, usually closes a sale."

Hamilton Hardware Company also does a large volume in gifts purchased for brides. Outfitting a bride's home amounts to a tidy sum, when you total up all the major appliances involved, as well as lamps, china and crystal, Shepard pointed out. And the mark-up makes each sale worthwhile here.

"This type merchandise," he said, "should be given ample display room. It can be rated impulse merchandise, for the appearance of the pieces sells them."

Tables no lower than waist high are recommended for displaying home accessory items, for they keep the customers from swishing pieces off onto the floor with their coats or skirts. Lamps only should be shown above eye level, unless the dealer is prepared to take them down and let the customer see them as they will be used in the home, Shepard concluded.

# SEWING MACHINES--

## *a profitable specialty*

**Averaging sales of 30 machines per month,  
this store finds new source of volume**

"NO TYPE of retail organization is better equipped to sell sewing machines than the local hardware store, and, therefore, the dealer who leaves this field to competing appliance dealers is making a serious mistake." Those are the words of Paul Sherrod, head of Sherrod Hardware Company, Lubbock, Texas, and the guiding theory behind the store's impressive sewing machine sales volume.

One of West Texas' oldest retail hardware stores, Sherrod's has put a lot of ingenuity and hard work into sewing machine sales promotion, with the result that the store now sells an average of 30 machines per month the year around, and last year installed more than 350 units in Lubbock homes.

"Sewing machines have become one of our most important big-ticket items," Sherrod said. "We look upon them as a logical addition to standard hardware lines, for, after all, they're part of many homes, and our business is primarily home supply from all its angles. We've found that the average housewife would much prefer to buy a sewing machine from a long-established hardware store in which she already has much confidence, rather than from an appliance dealership which makes no guarantee of staying in business for long. Coupling those facts together gave us a strong basis for entering the field, and we have been constantly glad of it ever since."

Sewing machine sales at Sherrod Hardware revolve around a huge platform, down the center of the store. Elevated a foot above the aisle, and 16 x 6 feet in dimensions, this accommodates six sewing machines neatly displayed along its length, with cabinets in-



Special platform in center of store is used for displaying and demonstrating sewing machines. Above, W. G. Johnson, specialty salesman, demonstrates a machine. He also makes outside calls in the evening

terspersed for material, thread, patterns, and other demonstration accessories. The platform is wired so that all six machines are ready to spring into life at the touch of a button, and lighting on the ceiling overhead has been intensified to aid in active display. Every customer must pass the sewing machine display, inasmuch as the main cash register and wrapping desk is located immediately behind it. Machines shown are priced from \$110 to \$200, with a small sign on each giving full details of model number, manufacturer, outstanding features and the price.

Because sewing machines are actually a specialty item, it takes a "specialty salesman" to sell them. Therefore, the department is presided over by W. G. Johnson, formerly an appliance salesman

with the store, who now is a practical expert with sewing machines after much training and experience. Johnson is on duty during most of the selling day at the platform display, and spends many of his evenings on outside calls, following up leads created in the store. Young and efficient, Johnson can readily sew any stitch which a woman prospect asks to see, and is as proficient at dressmaking, repairs, or any unusual type of sewing machine work as the most experienced "home dressmaker."

"Active demonstration is the whole secret of our volume," Johnson said. "We spend about \$500 per year in newspaper advertising and window display, merely to let the public know that we are in the sewing machine

(Continued on page 48)

# **Mr. Dealer You're Invited**

**MAKE IT A DATE NOW!**

***Our Second Annual***

**ALL-DEALER SPORTING GOODS SHOW!**

**Atlanta, Ga. - Ansley Hotel - Jan. 15, 16 & 17**

Two of the South's oldest wholesale distributors-to-the-dealer of name brand sporting goods will sponsor this three-day show. Here's your finest opportunity to see all the leading lines in the shortest possible time. (Just an overnite trip from anywhere in our territory). Factory experts and representatives who handle the big-profit, in-demand lines will demonstrate and explain their newest 1951 spring and summer merchandise.

**OVER 50 FACTORIES WILL HAVE DISPLAYS**

Write today for Hotel Reservations. Wingfield Short, P. O. Box 2202,  
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**BECK & GREGG HDWE. CO.**

**W. M. Huie**

**ATLANTA, GEORGIA**

**WALTHOUR & HOOD CO.**

**Wingfield Short**

**ATLANTA, GEORGIA**

## The Market for Power Lawn Mowers

(Continued from page 38)

It seems to me that one of the most important tasks before wholesalers today is to assist merchants in working out plans so that they can be competitive by extending consumer credit. Banks and lending institutions will cooperate willingly to work out intelligent and workable time payment plans. The chains, with their generous extension of credit, their aggressive sales and advertising methods, have made serious inroads into the business of independent wholesalers and retailers. The chains already have nearly 50 percent of the power lawn mower business.

It is not a particularly difficult task for a wholesaler to increase his power mower sales. Wholesalers who have merely stocked and shown power mowers in their catalog have not been successful. The successful wholesalers have regarded power lawn mowers as they should be regarded—high ticket, major dollar profit items on which the expenditure of special sales and advertising, and general promotion effort is necessary and justified. From the head office right down through the organization they preach the fact that the power lawn mower business is good business, important business, profitable business which they expect to get.

### Mark-ups Satisfactory

There are, however, many retailers who have lost money by purchasing off-grade or unknown brands because of the lure of extra or special discounts. In fact, many of the leading department stores have gone sour on power mower sales because they purchased discounts, or special deals, and ended up with their basements full of unsold machines. The present mark-ups on power mowers have been established gradually over a period of years and appear to be workable for manufacturers, wholesalers and retailers.

I am frankly puzzled by the occasional department store where it appears to be the policy to purchase discount and not turnover with resultant dollar profits. I am well aware that there are two sides to the "major unit of sale, gross dollar profit" premise. Whether it be on automatic wash-

ing machine or a power lawn mower:

1. The unit of investment is large.

2. The turnover is seasonal and may be slow.

3. There is danger of obsolescence.

4. A power mower should be set up and serviced before delivery, which costs money.

5. It takes a high priced, qualified and instructed salesman to sell power mowers. Any clerk can sell traffic items.

6. On power mowers there may be some service required after the sale is made.

It is because most retailers are unwilling or unable to do these required things that the opportunity is so great for those who have the facilities and the energy to do the job. All of us recognize that it requires a different type of selling to sell power lawn mowers than traffic items. Specialized selling does require good sales people, hard work, and a knowledge of the product.

I particularly want to stress the importance of the power lawn mower salesman knowing his product. It has been proved time and time again that a salesman who has actually unpacked, assembled and mowed a lawn with a power mower is a much better salesman than the one who merely sells from a catalog or from the floor. Salesmen should study all available material, but they should also get out and cut grass.

Wholesalers and retailers will find it worthwhile to stock repair parts and operate service shops. If it is impractical to do this, then they should make arrangements with some satisfactory service shop to handle parts and service. The mower manufacturer will assist in making these arrangements. There are many ways of handling service, but the point I want to make is that wholesalers and retailers must take the responsibility for service—either handle it themselves, or work with and encourage other service shops.

All of us are wondering about the prices on power lawn mowers. None of us know just what is ahead. However, it would appear that increases may not be over.

Price is an important item in merchandising power lawn mowers, but it certainly is not the most important.

Are power lawn mowers going to be available in plentiful supply

during the coming season? Our United States economy is entering a new phase, we are now rearming in the midst of high civilian production. The rate of defense spending is rising. Our first job is to rearm. The defense order priority system is being used to channel all materials needed into war work. Now, in addition to the overall priority system, special restrictive orders are being issued covering the use of such scarce materials as copper, zinc, aluminum, cobalt and rubber. All of these scarce materials go into the manufacture of power mowers. ers.

### Future Outlook

Probably the industry can continue to produce a fair volume of power mowers even with a cut-back on aluminum, copper, zinc, cobalt, manganese and rubber, but what is going to happen if it is necessary to restrict the use of iron and steel?

Production of power lawn mowers this past fall and winter has been at an all-time high, but mowers are selling readily at retail. Stocks as of January 1st in the hands of manufacturers, wholesalers and retailers were probably about the same as a year ago.

I am sure that every major manufacturer of power mowers is doing his best to produce mowers on a businesslike basis. I do not know of a single manufacturer who will not consider himself fortunate if materials are available to produce as many power mowers during the first six months of 1951 as he produced during the same six months in 1950. That was a lot of mowers. It may or may not be sufficient to supply the demand next spring, but it will take some selling if that many are produced, so let us not let up in our selling efforts.

There is surely cause for concern for business in the months ahead, but production continues high and the power mower business has not suffered greatly so far. No one knows what the present situation may develop into, but manufacturers, wholesalers and retailers—all of us—will surely come out best in the long run by avoiding speculation, adhering to sound operating practices, keeping up the quality of our merchandise and service, and meeting each new situation with resourcefulness.



PLAN NOW TO ATTEND  
*the Spring*  
**GENERAL MARKET**  
IN DALLAS  
12 Big Days . . . January 22 — February 2

**MAKE 1 TRIP DO . . .** See, select and buy everything at once. Choose from complete lines at the home office. Save time, trouble and money. Come at your own convenience—12 big days. Get new ideas for merchandising and selling.

**MORE THAN 200 DIFFERENT MARKETS ROLLED INTO ONE!**

At the Dallas Spring General Market you can buy *everything*. There'll be displays of hardware, electric appliances, furniture, men's, women's, and children's apparel; machinery, foundation garments, industrial supplies—everything you'd expect to find in a truly diversified market.

**12 BIG DAYS**

**DALLAS MANUFACTURERS &  
WHOLESALE ASSOCIATION, INC.**

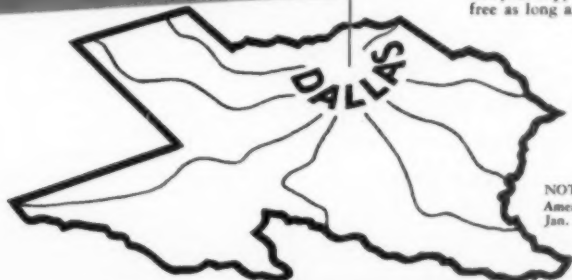
DIV. DALLAS CHAMBER OF COMMERCE

1101 COMMERCE STREET DALLAS, TEXAS

**GENERAL MARKET**  
Dallas..January 22—February 2

**FOR INFORMATION**

about the Spring General Market call at the Association office, Chamber of Commerce Building, 1101 Commerce Street, Dallas. Get your copy of "Key to Buying in Dallas," free as long as they last.



**NOTE:**  
American Fashion Association Market is Jan. 21-25.

## Store Management

(Continued from page 33)

ment, managed by Neal Biggers, is one of the most important in the store. Paint volume is consistently high. Attractive displays, coupled with conscientious efforts to attract both contractors and homeowners, have paid off for this department.

The attractively arranged sporting goods department is at the rear. Manager Ray Biggers places strong emphasis on its seasonal promotion and window displays

and spends much of his time on the road visiting schools and colleges in north Mississippi, Tennessee and Alabama, where sales of athletic equipment comprise a substantial percentage of his department's business. Schools in the immediate vicinity are visited several times each year, and a profitable mail-order business is handled for some.

Outside selling has become the nucleus of Harry Lee Biggers' electrical department. A large percentage of the sales in this department are made to farmers, and an

outside salesman calls on all homes located on recently completed rural electric lines. If the prospect is not at home when the salesman first calls, he continues to make return visits until he catches her at home. He discusses whatever appliances she wishes to buy, quotes specifications and prices, rather than trying to sell one particular item. The store has found that most new electricity users have decided in advance what appliances they need.

Corinth is sufficiently close to Memphis to afford good television reception, and a number of sets have been sold to farm families. A completely equipped repair service, manned by skilled repairmen, is also a feature of the appliance, radio and television department. This department carries about 50 percent of its credit paper.

While each department operates independently—and successfully—the various managers strive to promote sales for fellow-managers whenever possible.

## Water Systems

(Continued from page 40)

pump house also, inasmuch as all electrical details of water systems in Florida must be installed above the ground. A local manufacturer's representative checks the installations and makes any recommendations necessary.

To offer the best in service for any type of electric system, the company keeps a huge ledger, in which pages are broken down into the horsepower capacity of various systems handled. These show the cost and date of installation, as well as any service work which has been required. In addition to being valuable in determining the "case history" of each unit installed, the record shows whether the particular area will produce large quantities of water at low horsepower output. Thus, it is frequently shown to dubious prospects, who fear that because of the sandy soil, water will be lacking on their estates. Showing the prospects the names and case histories of customers under similar conditions, who now have all the running water they need, is often the final sales "clincher," Harvey said.

The company has set up a flexible time payment system, whereby farmers with high seasonal incomes, commercial fishermen, tourist court operators, etc., may budget their payments to match the fluctuations of their own incomes.



## Don't Meet Competition BEAT COMPETITION!

First, you must have more than a good quality paint to meet your competition. SARGENT-GERKE offers you the highest quality, which you can sell profitably with prices that are actually competitive with your market.

Selling methods of the past will not meet the powerful competition of today. SARGENT-GERKE gives you a definite sales plan that sells the goods, and helps you beat your competition, with a generous profit to you.

Service is maintained from the factory and through seven warehouses located at Montgomery, Alabama; Knoxville, Tennessee; Memphis, Tennessee; Paducah, Kentucky; St. Louis, Missouri; Des Moines, Iowa; and Green Bay, Wisconsin. The constantly growing ranks of SARGENT Paint Dealers are proof that the policy of an independent manufacturer for the independent dealer is the answer to today's merchandising problem.

## LET US MODERNIZE YOUR PAINT DEPARTMENT

Write for the SARGENT-GERKE Exclusive Dealer Franchise Plan Today!

**THE Sargent-Gerke Co.**

INDIANAPOLIS, INDIANA  
P. O. BOX 729

## I Tried to Retire

(Continued from page 39)

I've heard of men who retired and died soon thereafter. But there was no health problem in my case. You might say I was psychologically ill. I know I was thoroughly unhappy in retirement.

The biggest factor in my case, as I analyze it, was my loss of contacts. All my life I had been used to meeting lots of people every day and talking with them. Customers, salesmen, acquaintances. Without those contacts I felt that the world was passing me by. I was lost, doing nothing constructive. Just the fact that I had enough to eat was insufficient compensation.

I still get tired, and all that sort of thing. But my mind is at rest. And we have a better store, with better arrangements all around, and it's more modern.

### Modernizing Helps

That last word has given me another angle of thought on retirement. Modern. I honestly believe lots of fellows in a retail business get tired like I did because they have been in the same old stores all their lives. I firmly believe that modernizing a store will help the boss as much, and lift him up as much, as it influences customers who come in.

It did in my case. Getting back into the business, in a new location with modern surroundings, has helped me to shape a completely new viewpoint toward retirement.

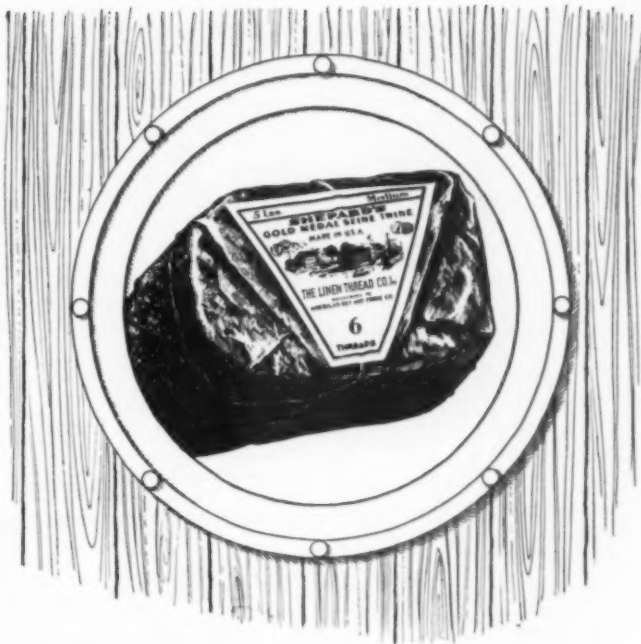
And this is my viewpoint toward retirement now: I'm going to be an active retail hardware dealer through my ninety-second year. When I reach the age of 93, and not before then, I'll retire.

## Housewares Department

(Continued from page 32)

law of the founder, who retired at the age of 73 after serving the company for 44 years. He had been president since the death of W. J. Pettee in 1928.

Charles R. Good, veteran of 19 years with the company, was named executive vice president and general manager, and Homer J. Roush, who has been with the firm for five years, was elected treasurer and auditor. Secretary of the company is Mrs. Helen Pettee Fugitt, mother of the new president and daughter and only living child of W. J. Pettee.



## THIS IS THE TWINE YOUR CUSTOMERS TRUST

Fishermen choose Gold Medal Seine Twine because it's the quality twine they know they can depend on. For generations they've used it because Gold Medal Seine twine ties right, hangs right and fishes better.

You can sell it with confidence because:

1. Gold Medal is made from specially selected, long staple cotton, carefully spun and skillfully twisted.
2. Gold Medal Seine Twine is the same twine used in famous Gold Medal netting.
3. Fishermen know the name and label.

So if you want always satisfied customers—repeat customers—stock and push Gold Medal Seine twine.

*Gold Medal*  
QUALITY SEINE TWINE  
THE LINEN THREAD CO., INC.  
(Successor to American Net and Twine Company)  
418 Grand Street, Paterson 1, N. J.

Chicago 10, Ill.

New York 17, N. Y.

Boston 10, Mass.

Baltimore 3, Md.

San Francisco 5, Cal.

Gloucester, Mass.

## Sewing Machines

(Continued from page 42)

business. After that, it is personal demonstrations in the store which get results. We don't offer any stunt contests or premiums, use markdowns or trade-in allowances to boost sales. Instead, we merely take plenty of time to convince each prospect that the sewing machine can pay for itself in clothes-making costs alone, and see to it that every customer gets an opportunity to learn the truth of that statement."

All sewing-machine prospects are seated comfortably on a leather chair on the platform while Johnson runs through his demonstrations. There is no such thing as a "typical demonstration" he indicated, inasmuch as almost all prospects have different requirements to meet. With plenty of fabrics and thread available, he may teach the housewife merely to stitch a hem neatly, or swing to sewing in a pocket, making children's play suits, etc. "I try to find what the greatest sewing need may be in the prospect's family and

build the demonstration around that," he said, "letting the prospect handle the controls herself as soon as practicable. In that way, all of the assets of the machine are brought out one at a time, through actual use, and we're certain that the machine will sell itself—perhaps not at the moment, but later on."

Demonstrations may last as long as an hour in the store. Sherod's uses no high pressure methods whatsoever, but merely makes the event as pleasant and enjoyable as possible for the prospect.

# OAKES

## Sanitized POULTRY EQUIPMENT

No. 1560-G

No. 750

No. 3942-W

No. 3946-R

No. 234

No. 560

No. 503

No. 1530

No. 505

No. 47

No. 948-E

No. 15-A

No. 580-A

No. 860

No. 1240

No. 709-E

No. 300

No. 801-A

No. 324

**The Complete LINE for Every Poultry Need**

- CHICK EQUIPMENT
- LAYING HOUSE EQUIPMENT
- BATTERY BROODERS

SEE YOUR OAKES JOBBER OR WRITE FOR LATEST CATALOG

THE OAKES MFG. CO., BOX 129-D, TIPTON, INDIANA

## Demonstrating for Shoppers

Needless to say, the demonstrations always are witnessed by women shopping in the store, for whom Johnson answers questions and explains features as requested. "That's one of the chief reasons for the prominent location of the department," he said. "We're making the most of traffic at all times. Often, where the prospect seated on the platform doesn't buy, another woman attracted by the demonstration does. We have fished more prospects from among casual shoppers than from any other source."

One factor of prime importance is the fact that Sherrod's maintains all of its sewing machines out on the job, and guarantees swift repairs in the event of trouble. This is always impressed upon the prospect about halfway through the demonstration.

"I believe that most of our housewife customers appreciate the fact that we use no hocus pocus or trick promotions to get them into the store," Johnson concluded. "It is simply a matter of recognizing the market, dramatizing our demonstrations, and our willingness to make outside evening calls."

## Home-Built Fixtures

(Continued from page 50)

here the Lucases made the most of racks, wall shelves, and shelves suspended from the ceiling. Eleven floor-to-ceiling shelves hold off-season merchandise and reserve stock in well-marked corrugated, dust-proof boxes and wrappings.

The Lucases shrug off their inventiveness modestly.

"Necessity is the mother of invention," said George Lucas. "What we have done was produced by necessity."

## Handling Trade-Ins— A Profitable Policy

**T**HE THREE Lillard brothers (Herbert, Frank and Haskell) of Lillard Hardware Company, Benton, Tennessee, have a policy for handling trade-ins that has proved beneficial to both customers and the store. The surprising part of their policy is that they will accept almost anything in trade.

Located in a rural area, the store's trade-ins come mostly from nearby farmers and are usually in the form of livestock. "Recently," said Haskell, "we allowed a farmer \$150 for his cow on the purchase of a \$224 refrigerator. Herbert has a dairy, so he took the cow. We are always getting a hog, a cow, or some other animal on a trade.

"Customers with trade-ins account for about 25 percent of our volume. We go out to appraise what the farmer wishes to trade—usually livestock, corn or some other farm product—and take it if we can. In the summer we are usually offered chickens and eggs, many of which we can take for our own use. And we have taken in mules.

### Builds Goodwill

"We find this policy builds goodwill, and the farmer appreciates it, because he is not always able to pay cash. We find an outlet for what he has to dispose of, and this accommodates him."

Trade-ins, other than livestock, are usually kept in the big warehouse which the Lillards use to store farm machinery and other equipment lines. The front of the warehouse is used for the display of farm equipment, while the wide sidewalk space in front of the store windows is used for displaying hardware lines.

A radio program sponsored by the store and broadcast from Cleveland, Tennessee, calls attention to the store's liberal trade-in policy and its complete lines of electrical appliances, farm equipment, building materials, and home and farm supplies of all kinds.

The Lillards' father, J. M. Lillard, purchased the store in 1926, when it was a small concern. When he retired two and a half years ago, his three sons took over the management of it and continued the trade-in policy which he had used.

## GREENLEE CHISELS

# Now Plastic-Sealed

... protects your stock,  
brings full value to the user

Yes, that fine finish you  
always find on GREENLEE

Chisels now has sure,  
constant protection from factory  
to user. Because GREENLEE  
Chisels are Plastic-Sealed  
with a heavy protective coating  
over the entire blade.

That means they are shielded  
from shipping and handling damage,  
seashore and other humid  
conditions. Think of  
the costly stock maintenance this  
eliminates for you . . . you  
know your chisel inventory is  
in perfect shape at all times.

And you know that when  
your customers put  
these fine GREENLEE  
Chisels to work they'll do  
the job right!



TOOLS FOR CRAFTSMEN

# GREENLEE



STOCKED BY LEADING WHOLESALERS

**FAST SELLERS IN THE GREENLEE HIGH-QUALITY LINE**

Auger Bits • Expansive Bits • Socket Bolt Chisels • Socket Finner Chisels • Car Bits • Razor Blade Draw  
Knives • Automatic Push Drills • Spiral Screw Drivers • Bit Extensions • Bell Hangers' Drills • Turning  
Tools • For complete information on these and other fine GREENLEE Tools, write today to  
Greenlee Tool Co., Division of Greenlee Bus. & Co., 1821 Herbert Avenue, Rockford, Illinois, U.S.A.

# BUSINESS TRENDS and CHANCES

## Emergency to Bring Controlled Economy

THE LAST quarter of 1950 closed with a flurry of price increases and a year-end buying spree by consumers that may have broken all records. Credit curbs to date seemed to have little effect on the holiday trade. As yet stocks are plentiful in virtually all lines, and the probability is that consumer demand—guaranteed by full employment and rising wages—will stay as high as ever.

But with the proclamation of a national emergency, a network of controls is just around the corner. As defense orders go out in increasing volume, the demand for basic raw materials will become critical. The result is that consumer industries will be at the end of the line when the materials needed for defense production are parcelled out.

At the moment, there is no clear-cut decision of the government which allows manufacturers to know when and how materials will be allocated. But there are a few industries which feel that civilians will get by with only a 20 to 25 percent cutback in consumer items.

Already aluminum for use in consumer products has been cut 35 percent. Copper used probably will be cut 25 percent, and, as the needs of the armament program grow, the allocation of steel seems assured.

As the inflationary spiral continues upward, price controls seem definitely on the way with an accompanying control of wages. In short, by mid-1951 most observers believe that a war-time economy will be in full bloom.

## Instalment Credit to Remain Tight

DESPITE the protests of automotive and appliance dealers that stiff credit terms have disrupted business in these lines, the chances are against any easing up on instalment terms.

The Federal Reserve Board is standing pat on the ruling, and in fact some officials have pointed out that the restricted buying in these lines is, after all, the result hoped for.

Even tighter terms are in prospect for 1951. The board is considering curbs on additional items, including sporting goods.

## Farm Income to Rise During 1951 . . . .

FOR THE nation's farmers 1951 likely will be a year of strong demand, high prices received and high cash income.

Since mid-October, prices received by farmers have been rising steadily, and some government economists feel that farm income in 1951 will be some 10 percent above 1950.

In mid-November, prices received for practically all commodities had soared sharply. During that period, cotton farmers, for example, were receiving the highest prices on record.

Already the Department of Agriculture has called for abundant production in 1951 in order to meet the increased demands of the civilian population, as well as to provide adequate reserves. Price supports probably will be used to encourage production of those products most needed.

## NPA Cuts Civilian Tin Use 20 Percent . . . .

PRODUCTION of numerous hardware items will be increasingly lessened as supplies of metals become more scarce.

Tin recently was added to the list of metals being cut back for civilian use. The tin cut of 20 percent, ordered by the National Production Authority is effective February 1.

Under the regulation, no manufacturer may use ingot tin when tin scrap can substitute. Users also will be free to use thinner coatings of tin or other devices which will stretch the supply.

However, an "end product" order being prepared may end this freedom. It will limit use of tin according to the essential need for the product being made.

Meanwhile, observers look for a further deep cut in steel, plus cuts in aluminum, nickel, copper, cobalt, zinc and other metals.

Geographic Division	% change in sales Oct. 1950 from Sept. 1949		10 mos. 1950 from 10 mos. 1949	% change in inventories Oct. 1950 from Sept. 1949		Stock-Sales Ratio		
	Oct. 1949	Sept. 1950	10 mos. 1949	Oct. 1949	Sept. 1950	Oct. '50	Oct. '49	Sept. '50
U. S. Total Sales	+23	+1	+14	+15	+7	128	139	122
Hardware:								
South Atlantic	+35	-1	+20	+12	+12	187	226	163
East South Central	+23	-5	+22	+24	+16	175	177	144
West South Central	+17	-7	+17	+8	+8	206	216	179

Wholesale Hardware Sales and Inventories  
(From U. S. Dept. of Commerce Monthly Report)

# Green Spot helps you spotlight all garden goods!



Green Spot's great new Promotion Kit contains all the essential props for setting up the money-making window you see here. It's the first manufacturer promotion ever to boost *all* garden supplies.

And the sales power behind this promotion is GREEN SPOT . . . the high quality line of garden hose accessories that helps you profit most because it's America's most complete, nationally-advertised line (best sellers below).

Get your big GREEN SPOT Promotion Kit from your jobber, including beautiful, full-color, easel-mounted backdrop; two matching side panels, listing items vital to lawn care; easy-to-follow diagrams for window set-up and inside-the-store counter display; window banners; consumer booklets; counter card and other free sales helps. Keep a full selection of GREEN SPOT on hand, and you can't fail to make the sale.



See your jobber or write Merchandise Division,  
Scovill Manufacturing Company, 34 Mill Street, Waterbury 20, Conn.

**WEATHER-MATIC's** the new queen of automatic sprinklers! Polished chrome arms ride on ball-bearings. Nozzles have distance markings for watering any circular area from 10-30 ft. Rustproof. Moving parts brass.



**H-255 Multiple Lawn Sprinkler:** When used in series, ideal for odd-shaped areas. Misty spray. Perfect for low water pressure.



**H-212 Fan Spray:** Waters soil, won't wet foliage. Prevents flower fungus diseases. Forged brass body, washer retaining pocket.



**H-264 Ring Sprinkler:** Safe for children. Sprays up to 20' diameter. Long-life wrought brass.



**H-3334 Two-Arm Adjustable Sprinkler (Chrome):** Nozzles adjust fine to coarse. Waters any shape area. Rotary or stationary. Rust-proof. Also in brass.



**H-346 Four-Arm Sprinkler:** Arms pre-set for even coverage. Rustproof: brass arms and head, green-enamelled base.



**H-354 Three-Arm Sprinkler:** Waters 40' circle. Fine, even spray. Rotary arms pre-set. Brass head and arms, green-enamelled base.



**H-344 Goose-neck:** Allows hose to be attached to faucet without skinning knuckles. Swivels freely - no hose kinks at faucet.



**H-333 "Y" Connector:** Allows two hoses to be attached to one faucet. Cast brass: one end female threaded, two male.



**H-333 Quick Connector:** Speeds joining hose-to-faucet, hose-to-hose, hose-to-accessory. Snaps together. Brass, leakproof.



**H-280 Standard Hose Coupling:** Strong wrought brass, deep shank ridges, heavy knurled nut.  $\frac{3}{8}$ ",  $\frac{1}{2}$ ",  $\frac{3}{4}$ " I.D. hose sizes.



**H-281 Super Clinch Hose Coupling:** Joins two pieces of hose so they can be taken apart. Heavy gauge brass. Firm rust-proof steel fingers won't cut. Also one-piece H-282 SUPER-CLINCH HOSE: MENDER.



**H-3375 Chrome Hose Nozzle:** New! Exclusive leakproof design. Solid brass, heavy chrome-plate. Other models also available.



**H-361 Root Irrigator:** New! Inserted in ground to water roots. Brass head, green-enamelled steel stem.

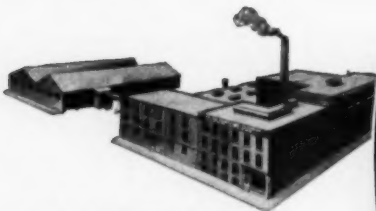
## Green Spot

GARDEN HOSE ACCESSORIES  
KEEPS THAT SPOT GREEN  
A Product of Scovill



SPRINKLERS • FAN SPRAYS • HOSE NOZZLES • QUICK CONNECTORS • COUPLINGS • HOSE MENDERS • CLAMPS • NIPPLES • GOOSE NECKS

SOUTHERN HARDWARE for JANUARY, 1951



**GREATER VALUE  
SINCE 1902**

# built the best

## YOUR PROFIT LINE

**HAPPY CUSTOMERS mean greater profits for you . . .**

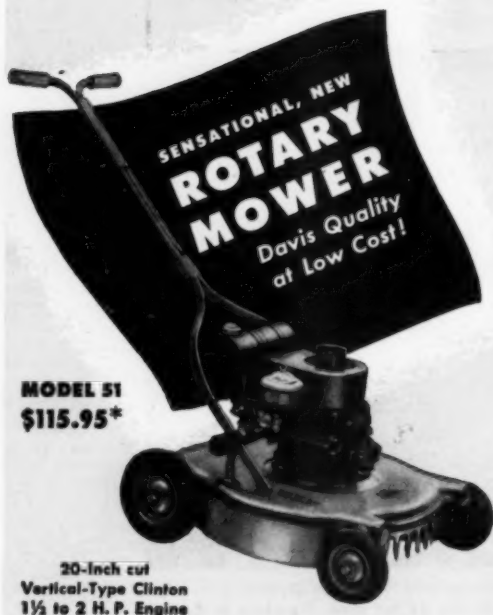
And there's family-wide enjoyment in the superior features, finer performance and greater value—model for model, dollar for dollar—of DAVIS hand and power mowers:

**Streamlined Styling—Keener Blades (Crucible Chrome Alloy Steel)—"Feather Push" Operation (Automotive Roller Bearings)—America's Finest Engines—Exclusive Davis Flex-A-Matic Safety Clutch—Eye-Appealing Trim—Precision Manufacture and Assembly Throughout—Davis Unit Boxed . . .**

All these are tangible features that customers can see, feel and appreciate in the DAVIS line.

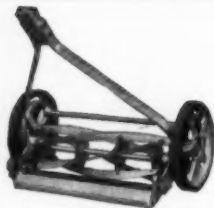
*But there's something more—a vital ingredient—the confidence, faith and respect for the DAVIS NAME . . . as a source of greater value since 1902.*

That's why, now more than ever before, **YOUR** profit line for '51 is . . . DAVIS. See your Jobber . . . or write us for full details.



### Competitive MODEL 33

Outstanding Value at Low Price • Automotive Roller Bearings • 10" Spider Rubber Tires • 5 Blades • Four Spiders • High Carbon Steel • 16-Inch Cut • Wood Handle with Metal Handle Irons • Davis Unit Boxed • Color: Gold with Red Trim



### 4-Square MODEL 66

New! Improved! Smartly Designed • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Peel Blades • Four Spiders • Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Wood Handle with Metal Handle Irons • Davis Unit Boxed • Color: Canary Yellow with Canterbury Blue Trim



### Whispering MODEL 77

Streamline Styling • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Reel Blades • Four Spiders • Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Tubular End Metal Handle with Plastic Handle Grips • Davis Unit Boxed • Color: Comber Green with Gold Trim



### Whispering MODEL 78

Beautiful! Streamlined! • 10" Wheels • Semi-Pneumatic Rubber Tires • Five 6" Reel Blades • Four Spiders • Precision Automotive Roller Bearings • High Carbon Steel Lipped-Edge Cutter Blades • Size: 16-Inch Cut • Tubular Metal Handle with Plastic Handle Grips • Chrome-Plated Reel Shield • Davis Unit Boxed • Color: Canterbury Blue with Gold Trim



# ***sells the best*** 50/

## **FOR 1951 . . .**

**biggest value in 18" power mower  
SALES LEADING DAVIS 50/50..**

**Every quality feature plus exclusive  
Davis safety Flex-A-Matic Clutch.  
Simplest. Safest.**

- Briggs & Stratton and Clinton 1.1 H.P. Engine
- Hyatt Automotive Precision Roller Bearings
- Semi-Pneumatic Rubber Tires
- Flex-A-Matic Clutch with Full Safety Release†

\*All Prices  
f.o.b. Factory  
Plus Tax

# **\$89<sup>95</sup>\***

**Built The Best By  
G. W. DAVIS CORPORATION  
RICHMOND, INDIANA, U.S.A.  
Established 1902**



**"built the best"**

### †Exclusive Davis Safety FLEX-A-MATIC CLUTCH



Precision-made unit . . . No adjusting required.

A V-Belt Automatic Transmission! Eliminates necessity for separate clutch-control lever. Fully automatic. Safety release manually controlled. Clutch controlled by throttle lever.

### DAVIS UNIT BOXED! EXCLUSIVE! PATENTED!



### HEAVY-DUTY MODEL B & S-18 or C-18

Engine (Optional): Briggs & Stratton or Continental 1.1 H.P.—Single V-Belt Drive Serves as clutch, Roller Chain Drive countershaft to reel. Controls: Direct, conveniently located hand lever for V-belt idler. Finger-tip throttle control. Timken Tapered Adjustable Roller Bearings on reel shaft. Crucible Chrome Alloy Blades. Exclusive Davis Single-Screw Adjustment. Cutting width 18". **Value leader in its class.**

**\$109.95\***



### HEAVY-DUTY B & S-22 or C-22

Engine: Briggs & Stratton or Continental 1½ H.P.—Simple, accessible Dual V-Belt Drive serves as clutch. Roller Chain Drive countershaft to reel. Controls: Direct, conveniently located hand lever for clutch. Finger-tip throttle control. Timken Tapered Adjustable Roller Bearings on reel shaft. Crucible Chrome Alloy Blades. Exclusive Davis Single-Screw Adjustment. **Today's best buy in a heavy-duty mower with 22" cut.**

**\$119.95\***



# HARDWARE *Industry* NEWS

## Jones Named V. President of N. Y. Wire Cloth Co. . .

Louis D. Root, president of the New York Wire Cloth Co. of New York City and York, Penn., announces the appointment of Stuart M. Jones as vice president in charge of sales for Durall aluminum tension screens, Aldura aluminum screening, Liberty bronze screening, and Opal galvanized screening. Mr. Jones succeeds Wilson F. Barnes, who retired June 30.



Stuart M. Jones

Mr. Jones joined the New York Wire Cloth Co. in 1940 and was promoted to general sales manager in 1946. During World War II, he served three years as wire screening consultant to the War Production Board. Prior to his association with the New York Wire Cloth Company, he was assistant to the president of the Hanover Wire Cloth Co.

Mr. Barnes, who entered the employ of the New York Wire Cloth Co. in 1921, was appointed secretary in 1924 and vice president in charge of sales in 1940. Previously, he was eastern district manager of The Ruberoid Company.

## Remington Makes Changes In Sales Personnel . . . . .

R. H. Coleman, director of sales, Remington Arms Co., Inc., Bridgeport, Conn., announces that George C. Lambert, who retired December 1 under the company's pension and retirement plan, will be succeeded as manager of Peters ammunition sales by John H. Otterson.

Mr. Otterson's former position as



John H. Otterson

special assistant on ammunition sales will be handled by Harold W. Engstrand.

## Capewell Acquires Armstrong Facilities

Further expansion of The Capewell Manufacturing Co. of Hartford, Conn., has been disclosed in the announcement of Capewell's acquisition of the facilities of The Armstrong Mfg. Co. of Bridgeport, Conn.

Now a division of Capewell, Armstrong has done business in Bridgeport for over 80 years, manufacturing pipe threading, cutting and reaming tools and pipe vises.

Production and distribution of the Armstrong-Bridgeport line will continue without interruption, according to Staunton Williams, president of Capewell.

## Nicholson Names Roddy To Domestic Sales Post

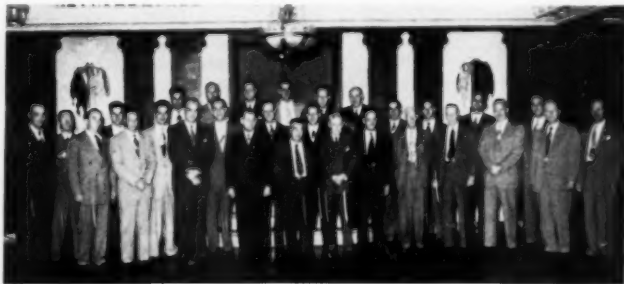
Nicholson File Co., Providence 1, R. I., announces the appointment of Paul J. Roddy as assistant domestic sales manager, to assume the duties of Edmond A. Neal, who has been advanced to domestic sales manager.

Mr. Roddy taught Science and Business subjects in the City of Providence Junior and Senior school systems until 1935, when he resigned to go with Nicholson, representing the company as a service engineer and salesman in the New York and western Pennsylvania area.



Paul J. Roddy

In 1942 he was recalled to the Providence office to supervise the Rotary File Division of the company, which was put into operation during that year. In 1947 he was appointed district manager of the Metropolitan New York-New Jersey territory.



Executives and salesmen of E. C. Atkins and Company, Indianapolis saw manufacturer, who attended the Chicago sales conference in September

## MAKE IT YOUR NEW YEAR'S RESOLUTION TO SEE THAT YOU ARE PROPERLY PROTECTED FROM CRIPPLING FINANCIAL LOSS IN 1951

### Questions about Insurance?

### Ask *Federated's* QUESTION BOX

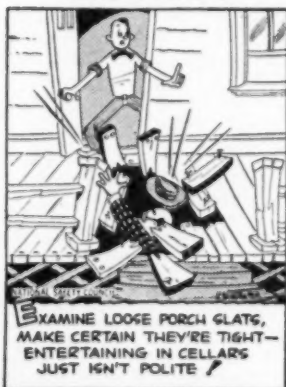
Q. Should the insurance company be notified if a property is sold?

A. Yes. Assignment of the policy shall not be valid except with the written consent of the company.

Q. Is a scorch caused by an electric iron covered under the fire policy?

A. This is not a fire loss. There must be an actual flame or glow to constitute a fire. Scorching or charring by heat is not sufficient.

### SAFE BETS



### SUPPORT YOUR ASSOCIATION!

It's mighty convenient to belong to your association when you would like to know how others compensate outside salesmen, or how to comply with government regulations, or how reliable the product and salesman of a new company are. Support your association and take advantage of its services!

### A LETTER FROM A POLICYHOLDER



"It has been our pleasure to handle all casualty and fire insurance with your company for the last several years. The cooperation we have received from you and your representative Mr. John C. Jordan of Augusta, Ga., has contributed to this feeling.

"We just today received our renewal fire policy covering both building and contents. It was gratifying to see the dividend which we can deduct from the gross premium. This is a big item to us which contributes to a reduction in our fixed overhead.

"We direct all our efforts to insure customers for safe car operation. Our customers are assured of safety by their use of our LAUDAR System of Preventive Maintenance. This system is the only personalized system of automobile maintenance that is placed on customers car for his protection. Through it we give the security in car operation that you do in fire and casualty insurance protection.

"Thank you."

Yours very truly,  
DARREL JOHNSON  
Chevrolet & Cadillac  
Thomson, Georgia

As a steamer was leaving Athens, a well-dressed passenger approached the captain and pointing to the distant hills, inquired:

Passenger: What is that white stuff on those distant hills?

Captain: That is snow, madam.

Passenger: Well, I thought so myself. But a gentleman just told me it was Greece.

To be sure that 1951 does not bring financial disaster, check your present insurance coverage now. A sound insurance program should include the following policies.

1. Fire and Extended Coverage insurance on building.
2. Fire and Extended Coverage insurance on furniture, fixtures, repair tools and equipment.
3. Fire and Extended Coverage insurance on Stock (excluding tractors and farm tractor equipment).
4. A Dealers Automobile Policy (Insures dealers new and used automobiles, trucks, and tractors for sale).
5. Dealers Floater.
6. Customers Goods Floater.
7. Business Interruption Insurance.
8. Installment Sales Floater.
9. Automobile Garage Liability.
10. Workmen's Compensation.
11. Plate Glass Insurance.
12. Storekeepers Burglary and Robbery Insurance.
13. Group Health and Accident Insurance.

Fire and Casualty insurance policies should not be bought on a haphazard basis. Each one should fit into its place in a logically arranged program. Because of the need for a full knowledge of insurance coverages, and because insurance often is only partially effective if written improperly, the development of a good insurance program makes the services and advice of a trained, competent insurance man almost a necessity.

The Federated man is a thoroughly trained, experienced, full time, direct representative of his company. He knows insurance and he knows particularly today's special insurance requirements of your business. Write us for the name of your nearest Federated man!

we're  
**PRE-SELLING**

*prospects*  
**for you!**



Never before has Clemson backed you up with such hard-hitting, action-packed advertising! Lead-off for 1951 is a two-color, sales-compelling ad in the April 7 *Saturday Evening Post*—followed by two-color insertions in *Better Homes and Gardens*, *American Home and House and Garden* and three more

"Post" ads. The Clemson story of easy action, top-quality mowers will reach close to 20 million readers! Hundreds—maybe thousands—live and buy right in your own territory. They'll come into your store—they'll look—and they'll BUY! ... if you tie in.

Clemson is backing up this national campaign with sales helps designed especially for you. Newspaper mats—folders—counter cards—sales manuals—they're all yours for the asking! Use the coupon. Send today for the most effective selling helps you've ever had. Get set for your biggest and best mower season.

**BIGGER and BETTER  
than ever**

**THE  
Clemson  
BIG 3**

Clemson Lawn Machines are sold exclusively to retail outlets through recognized distributors

**CLEMSON BROS., INC.**  
Middletown, N. Y.

RUSH ME ☐ NEWSPAPER MATS ☐ FOLDERS  
☐ COUNTER CARDS ☐ POCKET SALES MANUAL

Name.....

Address.....

City.....State.....

\*Prices slightly higher Denver West and subject to change without notice

**Fact-packed slide film  
on Clemson Mowers  
NOW AVAILABLE for  
Distributor Sales Meetings!**

**CLEMSON 16**  
RETAIL PRICE  
**\$22.95\***  
Cuts 15-inch swath

**CLEMSON 17**  
RETAIL PRICE  
**\$27.50\***  
Cuts 17-inch swath

**CLEMSON E-17**  
RETAIL PRICE  
**\$32.95\***  
Cuts 17-inch swath



for **REPEAT  
BUSINESS**

**4**

*times*  
the **PROFIT**  
feature

**STAR**

*Molyflex*

Here's the high speed hack saw blade for everybody! STAR Molyflex has extra flexibility plus high speed cutting quality that insures "STAR" performance even when the user is completely inexperienced. Used in a frame STAR Molyflex is shatterproof—cuts 23.8% more metal than the average of leading high speed flexibles tested.



**STEELRITE**

**MARKING CRAYONS**

Packaged for counter sales. Marks on hot, cold, damp or grimy metals. Markings withstand pickling, do not affect enamel applications.

**GET THESE SELLING HELPS  
FROM YOUR JOBBER**

Clemson backs up a hard-hitting continuing advertising campaign in leading industrial papers with equally hard-hitting sales aids for you. Contact your jobber today for a supply of No. 166 Counter Display Cards, holding 10 Molyflex Blades; No. 45 Display Card that sells 3 Unbreakable Special Flexible Blades at a time. Order fact-crammed Wall Charts and Metal Cutting booklets too.

**CLEMSON BROS., INC.**  
Middletown, N. Y. U.S.A.

Makers of hand and power hack saw blades, frames, metal-cutting hand saw blades and Clemson Lawn Machines

## Savage Arms Announces Staff Appointments . . .

Sporting Arms Division of Savage Arms Corp., has announced the appointment of Joseph V. Falcon as sales manager of the division, effective November 1. Mr. Falcon resigned his position of vice president in charge of sales and advertising of Drybak Corporation to accept the Savage post.



Joseph V. Falcon

Also announced was the appointment of William D. Higgins, formerly sales manager of the Sporting Arms Division, as assistant to vice president, effective November 1, 1950.



William D. Higgins

Mr. Higgins joined the Savage sales organization in 1919. He previously had been associated with the United States Cartridge Co.

## Inland Steel Appoints Brown to New Post . .

Inland Steel Products Co., Milwaukee, Wis., has announced the appointment of H. B. (Jack) Brown as assistant general sales manager. He will be directly responsible to General Sales Manager Robert S. Schmieder.

As part of his responsibilities, Mr. Brown will continue to give general direction to the Metal Lath Products Sales Division, which he managed prior to his promotion.

## Ruberoid Announces Sales Staff Promotions

Three promotions in the sales organization of The Ruberoid Co., 500 Fifth Ave., New York 18, N. Y., have been announced by Stanley Woodward, executive vice president.

Walter C. Byrd, sales manager of the Mobile, Ala., district for the past four years, has been appointed sales manager of the company's entire southern division, with headquarters in Baltimore. Mr. Byrd completed 25 years of continuous service in the Ruberoid sales department in the South in October. Prior to his service at Mobile, he had been sales manager

of the Baltimore district.

Succeeding Mr. Byrd as sales manager of the Mobile district is Frederick K. Sweeney, who for some years has been assistant sales manager of the western division, with headquarters in Chicago.

## Remington Announces Sales Personnel Changes

Several changes in assignments of sales personnel have been announced by R. H. Coleman, director of sales, Remington Arms Co., Inc., Bridgeport, Conn.

F. E. Morgan, manager of Pacific

**A SURE BET FOR BASS**

Boost your fishing tackle volume and profits with this brand new twin brother of the now famous Super Midget. Designed to dive deep down into the lair of those big ol' fellers. Brilliant colored scales — scientifically designed plastic body — will not swell or water log. Colors: Gold or Silver Scale and 8 other color combinations. Packed in transparent plastic box of many uses. Weight 3/8 oz.



REFLECTO SPOONS  
BARRACUDA JIGS  
SUPER STOUT RODS  
EVERBRITE WIRE  
SUPER MIDGET  
SUPER DUDE  
FLOATS—SINKERS

FLORIDA FISHING TACKLE MFG. CO., INC.  
**BARRACUDA**  
SAINT PETERSBURG, FLORIDA, U.S.A.

Buy the complete line of world famous BARRACUDA FISHING TACKLE

Write, wire or call your jobber today for complete information.



Why Do You See  
THIS EMBLEM



on the ENGINE  
of So Many  
LEADING LAWNMOWERS?

GIZ-MOW



GENTRY



WHIRL-CUT



DIXIE



HAUGHTON



LAWNMASTER



(Clinton Engines Are  
Standard Equipment On  
MORE THAN 200 BRANDS  
of Lawnmowers

Because CLINTON  
is the World's  
QUICKEST-STARTING  
MOST RELIABLE  
Small Gasoline Engine!  
SERVICE EVERYWHERE



F. E. Morgan



Edwin B. Spencer

Coast district, has been named manager of the Eastern sales region, with headquarters at Bridgeport, Conn. He succeeds Charles A. Pitts, who has become manager of the Jacksonville, Florida, district.

Mr. Morgan joined the Remington organization in 1935. Prior to his Pacific Coast assignment, he was engaged in sales work in the Columbus, Cleveland, Kansas City and St. Louis areas.

Edwin B. Spencer, former field representative in the Dallas district, has been appointed the new Dallas district manager. He became a member of the Remington sales force in 1935. During the war he served in production capacities in several defense plants operated by Remington.

## WHOLESALE NEWS

### T. D. Ragland Called to Service in Navy . . . .

T. D. (Rags) Ragland, who has been connected with Sheffield Clark & Company, Nashville, Tenn., for the last two years, was called to active duty in the navy a few weeks ago and has been assigned to the Naval Air Station at Corpus Christi, Texas.

Mr. Ragland was formerly with Henderson & Baird Hardware Co.,

Greenwood, Miss., before entering the army in World War II, and was again connected with that company after the war, until he joined Sheffield Clark & Company in 1948. While in Greenwood he served for a short time with a naval reserve unit, hence the call to active duty.

Mr. Ragland's territory in Louisiana, Mississippi, Alabama and Florida is being taken care of by the other members of the organization.

SOMETHING  
NEW!  
HAS BEEN  
ADDED



4 BEAUTIFUL  
New  
WALLRITE  
DESIGNS



Featuring . . .

LIGHTER, BRIGHTER *Wall* BACKGROUNDS

Making 9 Wallrite designs for fall and winter 1950-51 to give your customers a choice for every room in the house.

Stock all these Wallrite designs.

Write for FREE  
Advertising Material

Wallrite

DECORATED  
BUILDING PAPER

FLEMING & SONS, Inc.

DALLAS, TEXAS

# HOLD-E-ZEE

THE ORIGINAL  
AUTOMATIC GRIP

## SCREWDRIVERS



*Sell Easier!  
Repeat Offenses!*

They're Nationally Advertised to millions of tool-using people \* packed with Wanted Features \* available in Models for All Types of Screws \* backed by eye-catching Boxes and Displays \* unsurpassed in Quality.

Order Thru Your Jobber!

New  
MODELS FOR  
BOTH TYPES OF  
RECESSED HEAD SCREWS



UPSON BROS., INC.  
ROCHESTER 14, N. Y.

## 3 REPEAT SALE FAVORITES with TRADESMEN and HOME "PUTTERERS"

### Consumers Furnace Cement

This black furnace cement makes all joints air and gas tight. Can be used to set new furnaces or reset repair work. Available in 1 lb., 2 lb., 5 lb., and 10 lb. cans.



**Consumers Crack Filler**  
(wood putty) Preferred by professionals and home craftsmen alike because it's easy working and non-shrinking. Sets fast, takes fine sanding and takes stains readily. Powder form does not deteriorate but stays ready to mix with water.

### For Linoleum and Felt Paper Cementing

Tiger Grip Linoleum Paste spreads quickly and uniformly. Perfect for floors and walls, on wood or cement—all thicknesses of linoleum. No priming necessary. Never gummy or lumpy. Covers better... sticks better. An economical double-purpose paste for both linoleum and felt paper underlayment.



Order Now from Your Wholesaler

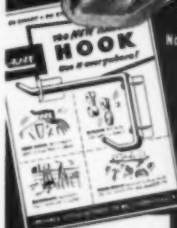
**CONSUMERS GLUE CO.**  
1515 N. HADLEY ST. ST. LOUIS 8, MO.

SOUTHERN HARDWARE for JANUARY, 1951

this  
little  
hook  
went to  
market...



...to introduce  
a great, new  
sales opportunity



No. 50

AJAX brings another "best seller" to market... It's the new Handi-Hook, used as a combination coat and hat hook and garment bracket. Dealers and jobbers report tremendous sales volume. And why not? Modern, graceful and practical in design, yet 20% cheaper than standard die-cast hooks! Extra heavy steel construction... rounded edges, honed and burnished to a sparkling polished finish. Available in all standard finishes. Every home has a thousand uses for the Handi-Hook. Individually carded for effective merchandising and quick sales.

Order Today  
or write for detailed  
catalog information

**AJAX**  
HARDWARE OF PRESTIGE

Ajax Hardware Mfg. Corp.  
4351 Valley Blvd. Los Angeles 32, Calif.



# PRECISION



## Gives VICTOR blades extra "Sell"

Better toothing is just one reason why customers come back again and again for Victor Blades. Teeth are always uniform—from blade to blade—from tooth to tooth. That's because they're cut by a special machine using scores of individually ground toothing tools that are always accurately set. No other manufacturer cuts teeth this way.

## And Victor backs up quality with hard-hitting sales helps.

**Victor Molyflex Display Cards**—hold ten shatterproof high speed steel blades.

**Victor Wall Chart**—free and full of facts on hack saw selection and use.

**Victor Metal Cutting Booklet**—handy pocket-size guidebook to better hack saw results. Also free.

**Victor National Advertising**—reaches your biggest customers through eight leading industrial magazines.

**Victor's Complete Line**—hand and power blades, frames and bands in all steels, tempers, pitches and sets. Steelrite Metal Marking Crayons to go with them.

©1950



### COMING SOON

"Blades of Gold"  
—sound slide film  
for distributors'  
sales meetings.

# VICTOR

SAW WORKS, INC., Middletown, N. Y., U. S. A.

Makers of Hand and Power Hack Saw Blades, Frames and Band Saw Blades

## G. M. Baird Enlarges Sales Staff . . . . .

G. M. Baird & Company, Memphis 3, Tenn., has announced the addition of two men to its sales force: Warren W. Castle as assistant to I. W. Williams in the Southeastern territory, and E. J. Smith as assistant to C. W. McKnight in the Southwestern territory.



Warren W. Castle



E. J. Smith

Mr. Castle, formerly with the York Arms Co. of Memphis, joined G. M. Baird & Company on July 10. He has had approximately 20 years' experience in the sporting goods field.

Mr. Smith, formerly manager of the builders hardware department of Stratton-Warren Hardware Co., and more recently manager of the builders hardware department of F. C. Stearns Hardware, Inc., joined Baird on July 1.

G. M. Baird & Company now covers 13 southern states, with five men on the road. The company maintains offices in Memphis, Nashville and Dallas.

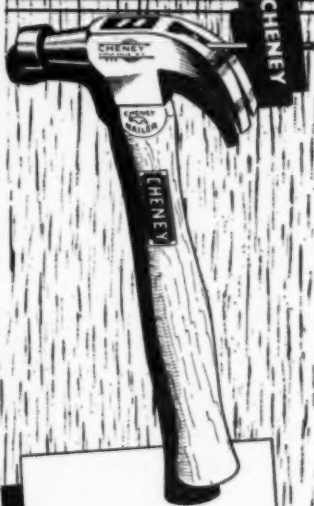
## Sullivan Hardware Plans Sporting Goods Show . .

Sullivan Hardware Co. will hold its third annual Dealers Fishing Tackle & Sportsman Show in Anderson, South Carolina, January 9-10. Fifty factories will be represented this year, as well as many sportsmen of national prominence.

This year's show will be larger

# CHENEY

## nail holding hammers



The high quality hammers with the Cheney Nail Holding Device at no extra cost. It pays to sell the best buy in hammers.

Sales Representatives:  
JOHN H. GRAHAM & CO., INC.  
New York, N. Y.  
SAWYER BROTHERS  
Chattanooga, Tenn.

ESTAB. 1880  
**HENRY CHENEY HAMMER CORP.**  
LITTLE FALLS, N. Y., U. S. A.

than those held in previous years, and Sullivan Hardware Co. anticipates the largest attendance ever. Last year, over 200 dealers were present.

Headquarters for the show will be at the new Recreational Center, which affords ample room for displays, exhibitions, movies, and all other entertainment planned for the dealers.

The primary purpose of the show, according to officials of the company, is to acquaint the dealer with all the new items being produced and to aid him in promoting and selling the merchandise.

### F. Seelbinder, Wimberly & Thomas Executive, Dies

Fulton Seelbinder, executive of Wimberly & Thomas Hardware Co., Inc., Birmingham, Alabama, died suddenly at his home on September 19, 1950.



Fulton Seelbinder

Mr. Seelbinder, who was 56 years of age, joined Wimberly & Thomas Hardware Co. as an office boy and worked up to the positions of traveling representative, sales manager, merchandise manager, and, at the time of his death, vice president in charge of purchases and a member of the board of directors.

### Frank Strohm, Belknap Veteran, Passes . . . .

Frank Strohm, the oldest employee of the Belknap Hardware & Mfg. Co., Louisville, Ky., died at his son's home in Louisville October 17, after suffering a heart attack earlier in the day.

Mr. Strohm, 89, an assistant buyer in the mechanics-tool department, celebrated his 70th anniversary with Belknap on August 9, 1950. Although his work load was lightened in recent years, after he refused to retire, he continued to appear for work at 8 a.m. and leave at 5 p.m. daily, and for his entire 70 years with the firm did the same job on tool specifications, serving under four Belknap presidents.

**FAST SELLING**  
**Seal-Dri**  
 WATERPROOF SPORTSWEAR

**WADER \$7.95**

MADE OF **Vinylite** PLASTICS

Booth 37 NSGA Show

Form Fit Foot

Colorful Box

Parties \$5.95

Sports Jacket \$3.95

Wader Top \$5.45

Raincoat \$4.95

Hippers \$3.95

Storm Suit \$11.50

**Seal-Dri** PRODUCT

SEAL-DRI SPORTSWEAR COMPANY • ROCKFORD, ILLINOIS • SHELBOROUGH, QUEBEC, CAN.

## Why Pay More? De luxe KLEENCUT

Deluxe KLEENCUT is designed for the mass market, for the women who can afford \$1.69 or \$1.79, the biggest section of the Shear market. Guaranteed Deluxe KLEENCUT is the best product at the lowest price on the market today—we invite comparison of style, appearance, quality and performance with merchandise at any price.

Order No. 118C

Order No. 132C

**\$1.69**  
RETAIL

2" Fully Nickel  
Plated Straight  
Shears

**\$1.79**  
RETAIL

2" Fully Nickel  
Plated Basic  
Dressmakers'  
Shears



Mass on Deluxe  
KLEENCUT Shears are  
available.

Quality Merchandise  
at Popular Prices  
for your Sew & Save  
Week Promotion

### Why should you handle Deluxe KLEENCUT Shears?

Lower inventory investment  
Faster turnover  
Greater Profit  
Finest quality  
Nationally advertised  
Good Housekeeping approved  
Guaranteed by the  
World's Largest  
Manufacturers of Scissors and Shears.



Nos. 118C and 132C, pictured here,  
will be featured for Sew & Save  
Week in February issues of Woman's  
Day, Today's Woman and Farm  
Journal.

EVERSHARP and KLEENCUT  
offer maximum dealer profits  
See Your Jobber

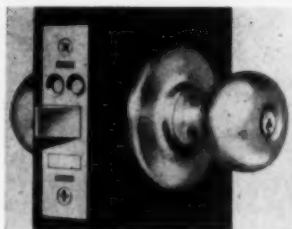
**The ACME SHEAR CO., Bridgeport 1, Conn.**

# NEW PRODUCTS

## AND SALES PROMOTION MATERIAL

### Sargent Introduces New Integrallock Line

A new, lighter duty model of the Sargent Integrallock, designed especially for residential entrances, has been introduced by Sargent & Company, New Haven, Conn.



The Integrallock is a mortise lock-set with a sealed, taper-proof case, offering the security of a deadbolt and a protecting shearpin in the knob, yet requiring an extremely small mortise.

A new design of knob and trim to harmonize with modern decor distinguishes the series. It was specially created to sell at a modest price for apartments, housing developments, and individual residences, so that housewives may enjoy the sense of protection that comes with the turn of a deadbolt, a feature previously offered only in more expensive locks. The model features the popular key-in-knob action and is offered with either round or square escutcheon plates in four finishes.

### New Slip-Joint Pliers Introduced by Utica . .

A new, thin-nose combination slip-joint pliers No. 11 has been announced by Utica Drop Forge & Tool Corp. as a companion piece to the No. 7 slip-joint.

The new five-inch No. 11 has a thinner nose than the usual slip-joint, and this, plus its small size, makes it



ideal for getting into tight places or for fine work, it was announced.

Features include a staked nut that prevents its working loose; a high leverage cutter; sharp, self-cleaning teeth; maximum strength jaw pattern; maximum capacity: "three-diamond" non-slip handles and chrome plating.

### American Mfg. Calendar Shows "W. R. Grace" . . .

American Manufacturing Company, Noble and West Streets, Brooklyn 22, N. Y., is now mailing free upon request copies of its 1951 calendar, entitled "W. R. Grace."

The original painting of the W. R. Grace vessel was done by Charles Rosner, famed marine artist.



The clipper ship was built in 1873 at Bath, Maine, and named after W. R. Grace, major of New York City. Built for the California trade, the ship made 12 passages from New York and Baltimore to California via Cape Horn. She averaged 136 days on the New York to San Francisco run, and her fastest time for the trip was 115 days.

The W. R. Grace was anchored in Delaware Bay during a hurricane in 1889 and dragged anchor onto a shoal and broke up completely.

Dealers wishing one of the new calendars may obtain them by writing the manufacturer on their letterhead stationery.

### Cooper Introduces New Bi-Metal Thermometers

The Cooper Oven Thermometer Co., Pequabuck, Conn., largest manufacturers of Bi-Metal thermometers in the world, announces a completely new and exclusive jobber line of De-Luxe household thermometers for hardware and allied retailers.

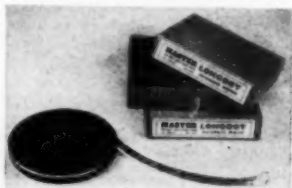


The five different thermometers that make up the A-1 Assortment are individually packaged and packed two dozen to an assortment in a standard colorful counter display.

The compact display gives dealers a quality thermometer department on only eleven inches of counter space, it was announced. The thermometers, packed as a standard assortment, are sales tested to sell in the following quantities: four banjo wall thermometers, four mural room thermometers, four outdoor thermometers, four refrigerator thermometers, and eight oven thermometers.

### New 50-Foot Steel-Tape Automatic Rewind Rule

Master Rule Mfg. Co., Inc., Middletown, N. Y., has introduced the first 50-foot steel-tape "Longboy" rule



# R-V-LITE

*All-Purpose*  
**WINDOW MATERIAL**

Goes "All-Out" to  
**Sell Your Customers**



## RADIO ADVERTISING

Frequent spot announcements in major markets reach millions of listeners... your customers!



## Consumer Publication ADVERTISING

Consistent advertising in leading home and farm magazines keeps demand rolling from readers of:

FARM JOURNAL • COUNTRY GENTLEMAN • AMERICAN POULTRY JOURNAL • SUCCESSFUL FARMING • THE FARMER • NEBRASKA FARMER • WALLACE'S FARMER & IOWA HOMESTEAD • WISCONSIN AGRICULTURIST & FARMER • PRAIRIE FARMER • POULTRY TRIBUNE • 4-H NEWS • BETTER FARMING METHODS.



## PLUS THESE SALES HELPS

- Consumer folders with actual R-V-LITE swatches
- 3-color counter displays with booklets
- Etched window display cards and posters
- Colorful store banners
- 8-Roll Capacity Floor Merchandising Fixture available at nominal cost with Special Assortment No. R-V 550-D

The season for R-V-LITE never ends. There's a type to SUIT EVERY PREFERENCE, FIT EVERY BUDGET

**ORDER FROM YOUR JOBBER**

**ARVEY CORPORATION** Exclusive Manufacturers of R-V-LITE

2401 NORTH FARM ROAD • CHICAGO 18, ILL.

here's a **BIG**  
**NEW PROFIT**  
**OPPORTUNITY**



**FREE**  
to  
smart  
**Dealers!**

the **NEW**  
**Midget**  
**Merchandiser!**

- TAKES UP LESS THAN 1 SQ. FT. OF SPACE!
- BUILDS YOUR SALES!
- INCREASES YOUR PROFITS!

This four-color metal display cabinet comes to you absolutely free with the purchase of your fast moving assortment of famous MIRACLE ADHESIVE. There are no hidden charges. You get your regular 40% discount on the merchandise contained in this deal.

**HERE IS THE ASSORTMENT 36 tubes 1 1/4 oz. 12 tubes 5 oz. 4 pint cans costs you: \$15.17. Sells for: \$25.28**

Help your customers join the tens of thousands of satisfied MIRACLE users—and earn good profits! Order Now!

Dept. 5H-1

**MIRACLE** ADHESIVES CORP.

214 EAST 53RD STREET • NEW YORK 22, N. Y.



Irving



Yawned



'Till it dawned



Sandee Sells!

(Complete plastic hose line)

## FREE!

### "HOW TO MERCHANDISE LAWN AND GARDEN EQUIPMENT"

Eight pages of expert advice on store operation. Selling pages packed with new ideas you can put to work right away!

Get new slants on:

- LEADING YOUR CUSTOMER
- STORE ARRANGEMENT
- CLEARANCES WITHOUT SACRIFICES
- TAGGING MERCHANDISE
- MULTIPLE UNIT SELLING

Improve your methods . . .  
increase your sales!

**WRITE FOR YOUR FREE COPY TODAY!**  
**SANDEE MANUFACTURING COMPANY**  
3030 Foster Ave., Dept. 45 Chicago 30, Illinois

with automatic rewind, requiring no hand cranking or reeling. The item is designed primarily for engineers, building tradesmen, surveyors, and outside men for utility, railroad, mining and other such operations.

One advantage in self-rewinding (the entire 50 feet may be reeled home in less than 10 seconds) is said to lie in the reduction of damage to tapes that lie beside the job or are dragged from point to point, between measurements. The tape can be replaced when worn or damaged, without discarding the case and its internal tape-drum and rewinding mechanism.

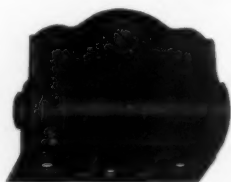
Rewinding is automatic with slight thumb pressure on the center button-plate; stopping of the tape is instantaneous by mere release of the pressure.

The case, of formed steel and covered with tough fabricoid, is sealed against dust and dirt. The tape itself is 3/4 inch wide and made of high-carbon spring steel, nickel plated for protection from moisture. Internal parts are all of corrosion resisting materials. Graduations are black for easy reading. Weight is 23 ounces; case diameter five inches.

The Longboy retails for \$12.00, and alternate 50-foot tapes may be had for \$6.00, it was announced.

## Stanley Introduces New Adjustable Door Hinges

Two new adjustable tension screen door hinges are announced by The Stanley Works of New Britain, Conn. Hinges are moderately priced and feature a tension spring which is easily adjusted to regulate speed of door closing. The spring is enclosed in barrel of hinge for attractive appearance and protection.



Made of wrought steel, hinges are designed for half-surface (No. 2152) or full surface (No. 2154) applications, and are furnished in Japan or plated finish. Mounted samples will be supplied at the cost of hinges only, it was announced.

## G&B WIRE FABRICS

Give You  
*More Selling  
Features*  
for  
**MORE SALES!**

### PERMA-NETTING WEALED NETTING

- New and Better 2" Poultry Netting
- Easier to erect — Just Hang It — No Stretching
- Longer lasting 18-24 ga. at price of ordinary 20 ga. Galv-AFTER
- Greatest improvement in poultry wire in 30 years

### PERMA-GARD WEALED MESH

- Stiffer and Stronger — Wire has greater tensile strength
  - Galvanized After Welding — Lasts years longer — No burned intersections
  - Flush trimmed at angle for smooth edges
- Also Galvanized Before Welded Fabric where longer life is not a factor

### HEX NETTINGS

- Complete variety of both Light and Heavy Grades to suit every netting purpose

### HARDWARE CLOTH

- Full range of mesh — including popular grades of Heavy Cloth to fit all applications
- Most modern equipment for hot dip galvanizing produces brighter faster selling fabric with longest life

### WIRE INSECT SCREENING

In Three Price Classes

- Acme — Electro-Galvanized Cheapest first cost.
- Bronze — Bright and Antique High first cost but longest life
- Pearl — Richly beautiful and durable. A plastic coated screening at a medium price

Most  
**COMPLETE  
LINE OF  
WIRE FABRICS**  
Made by One  
Manufacturer.



**THE  
GILBERT & BENNETT  
MFG. CO.**  
GEORGETOWN, CONN. • BLUE ISLAND, ILL.



## NEW VALUES — NEW PRICES

AVERAGE DEALER MARK-UP BETTER THAN 50%

You can make more sales and bigger profits on the new improved Gem Dandy Electric Churns for 1951. New, improved, costlier motors—absolutely cool-running—sturdier, better looking. **THEY WILL MIX MOST ANYTHING.**

The nationally advertised 1951 Gem Dandy Electric Churns are fast selling, quality products—more than a million satisfied users. Banishes drudgery of hand-churning. Churns whole milk or cream in about 15 minutes.

**DELUXE MODEL (Recommended Dealer's Cost) . . . \$13.76**

**STANDARD MODEL (Recommended Dealer's Cost) . . \$12.32**

Duraglas containers, sold separately, 3- or 5-gal. sizes.

Dealer cost . . . . . \$1.80

Order today from your distributor

ALABAMA MANUFACTURING CO., Dept. A-180, Birmingham 3, Ala.

### MODEL 4-QT

Churns up to 3 quarts of heavy cream or whole milk.

Dealer's Cost (complete with jar) **\$9.97**

Extra 4-QT jars 90c

# GEM DANDY ELECTRIC CHURN

REG. U.S. PAT. OFF.

SOUTHERN HARDWARE for JANUARY, 1951

## Old Hi Says



### NATIONAL ADVERTISING SELLS TACKLE FOR YOU!

H-I advertising messages are slanted toward *your* best prospects. They're written in the fisherman's language . . . designed to *interest* him, along with selling him on "better buy H-I." And each advertisement directs him to his H-I dealer—you—to look over H-I tackle.

### YOU'RE THE MAN—LET 'EM KNOW IT

Display H-I tackle . . . feature it in your own advertising. It's the only way to profit most from H-I's outstanding national advertising. Be sure prospects know *you* are the H-I dealer.

We'll help, by furnishing free newspaper mats, top-notch display material and other sales aids. Ask your H-I man—or write us direct. Horrocks-Ibbotson Co., Utica, N. Y.

### We're Pre-Selling

## 17 Million Readers in the Books They Read . . .

Outdoor Life  
Sports Afield  
Field & Stream  
Hunting & Fishing  
True  
Argosy

Outdoorsman  
Fur-Fish-Game  
Outdoor Sportsman  
Salt Water Sportsman  
Boys' Life  
Open Road Magazine

Full color pages—and supporting black-and-white advertisements—will tell the H-I story to fishermen throughout the selling season.

## HORROCKS-IBBOTSON CO.

UTICA, N. Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

# LUCKY ELEVEN

**WITH SOUTH BEND'S  
11 Croquet Models  
You Can Sell Every  
Family Need!**



MODEL 736

## Show This Book

16 page, 2-color book —  
"How To Play Croquet"  
—describes complete history  
and rules of game —  
25c list. Quantity discounts  
to dealers.



### SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N. Y.  
South—Louis Williams & Co., 3rd National  
Bank Bldg., Nashville, Tenn.  
Midwest—South Bend Toy Mfg., So. Bend, Ind.  
So. Calif. & S. W.—Anderson Sales Company,  
730 W. 10th Place, Los Angeles 15, Calif.  
No. Calif.—Standard Toy Agencies, 718 Mission,  
San Francisco, Calif.  
Denver & Pac. N. W.—Leo Scherrer, 2840 W.  
93rd St., Seattle 7, Wash.  
Export—Affiliated Exporters, Inc., 10 East  
34th Street, New York City  
**SOUTH BEND TOY MFG. CO.**  
SOUTH BEND 23, INDIANA

**SOUTH BEND**  
*Croquet*

AMERICA'S FAMILY GAME

## Murray Co. Completes Fan Research Program

The Ventilating Fan Division of The Murray Company of Texas has completed a very extensive design research program to develop (1) the most efficient fan, (2) the safest fan from the home standpoint, (3) the most decorative design in window fans, and (4) these three factors contained in fans manufactured at the lowest cost, hence sold at the most popular retail price and maintained at lowest upkeep cost.



The new complete Murray line now includes four fans. There are two window fans, for apartment, office and small home use: a 20" portable, home-installed window fan, with lifetime lubricated bearings, Torrington patented perfectly balanced blades, direct drive motor in variable horsepowers, two-speed control, sound dampening to insure absolute whisper quiet operations, and attractive, ivory, removable screen-grill guard. The larger 24" window fan for larger apartments and small homes is a duplicate of the 20" model, except larger motors are available, and it is belt-driven, rather than direct.

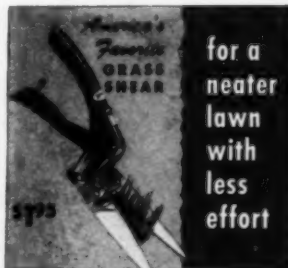
For larger homes and industrial installations, Murray offers two new larger ventilating fans for attic mountings. The 24" to 48" Murray vertical-mount, horizontal draft attic fan with 1/4 h.p. to 3/4 h.p. motors. The new features include extra-heavy gauge metal welded construction; deep pitch blades for maximum efficiency and mass air movement; streamlined fairing and orifice for quietness, etc.

## New 1951 Display Rack For Lumite Screen . . .

A new 1951 display rack for Lumite screening is now available from the Lumite Division of the Chicopee Manufacturing Corp.

The two side panels of the rack are streamlined to facilitate the accessibility of inventory. In a minimum of space, this rack provides for storing, dispensing, measuring and cutting. Complete with its own measuring device, cutting knife and explanatory folders, it measures 66" high, 40" wide, and 30" deep.

Made of heavy gauge steel, the orange, 98-lb. unit has a non-rusting, baked-on enamel finish. An alumi-



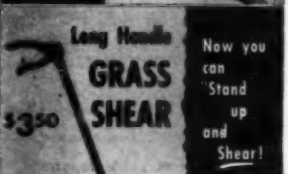
**Doo-Klip**

LAWN and GARDEN TOOLS



**Doo-Klip**

LAWN and GARDEN TOOLS



**Doo-Klip**

LAWN and GARDEN TOOLS



Exclusive with **McKAY!**

# "The Silent Salesman"

**McKAY Quality CHAIN**  
for a  
**THOUSAND and ONE USES!**

A "One Package"  
**CHAIN  
DEPARTMENT**

Designed for  
• **QUICK** • **EASY**  
• **PROFITABLE**  
- **Selling** -

Silent Chain Salesman with its assortment of nine popular types of chains. Here's a complete chain department in less than two square feet, that displays the chains which your customers need and buy.

This unusual deal—the McKay Silent Chain Salesman and any one of four chain assortments—is yours for one low price. The all-metal Silent Salesman display rack is 53" high, 8 1/2" wide, 12" deep and is finished in a handsome red crinkle baked-on enamel. It comes complete with instructions for setting up, including proper arrangement of stock and suggested retail prices.

## CHECK THESE ADVANTAGES

- The McKay Silent Salesman and chain assortment has a low "first cost." It holds more chain than any other type of display.
- Chains are dispensed from standard 50' and 100' cartons. 9 different chains with prices—can be displayed at one time.
- You do no lifting or tugging to install reels and you are not limited to selling chains packed only on special reels.

WRITE TODAY for McKay Silent Salesman Catalog Sheet which gives full details on the McKay Chain Display and "Best Selling" Chain Assortments.

**THE MCKAY COMPANY**  
442 MCKAY BUILDING • PITTSBURGH 22, PA.



- McKay Metal Fil
- McKay Red Electrode
- McKay Tire Chain
- Mill and Stainless Welding Electrodes
- Industrial and Commercial Chain

Start NOW reaping year-round profits with National Lock BUILDERS HARDWARE

**BARREL BOLTS**

A65-153

One of many quality-made hardware items from NATIONAL LOCK'S complete line

Barrel Bolts are made of steel in 3 sizes . . . with 3, 4 and 5 inch bolts. Items are finished with base in black enamel or brass plate. Bolt is brass plate. Packed one dozen in a carton with screws.

Ask your favorite supplier about National Lock Hinges, Butts, Hasps, Latches, Pulls, Sash Locks

National Lock Builders Hardware provides consistent profits month after month. Items are offered in a wide range of sizes, specifications and finishes to answer every builder and consumer need. Many are attractively packaged. All are shipped in durable, compact cartons. Handsome counter display boards are provided FREE to help you sell. Order a well-rounded inventory NOW, as illustrated in our Builders Hardware Catalog. Write if you do not have a copy. One will be sent to you free of charge.



"T" HINGE



STRAP HINGE

**DISTINCTIVE HARDWARE... ALL FROM 1 SOURCE**

**NATIONAL LOCK COMPANY**  
ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

SELL IN A  
**WHIRL!**



The No. 133H  
"Yankee-Handyman"  
with quick-return spring  
equipped with  $\frac{1}{4}$ " bit  
for driving screws.

◀ The No. 233H  
"Yankee-Handyman"  
... the complete tool.  
With quick-return spring.  
Transparent magazine  
handle. Supplied with  
 $\frac{1}{8}$ " and  $\frac{1}{4}$ " bits. Three  
drill points:  $\frac{1}{8}$ ",  $\frac{1}{4}$ ",  
and  $\frac{3}{8}$ " for boring  
holes in wood.

**"YANKEE-HANDYMAN"  
SPIRAL RATCHET  
SCREW DRIVERS**

One whirl of the fast spiral with the quick-return spring and your customers get the idea ... and you get the sale. One tool that drills, countersinks, and drives and draws screws. That's a spot-seller in any store, any day.

Extra sales for you in the No. 330H Accessory Pak, as a companion to the No. 133H Screw Driver. Pak contains

extra  $\frac{3}{8}$ " bit for smaller screws, 3 drill points for boring holes in wood, and a countersink.

No. 330H Accessory  
Pak with  $\frac{1}{2}$ " bit, 3  
drill points and  
countersink.



"YANKEE" TOOLS  
NOW PART OF



THE TOOL BOX  
OF THE WORLD

**NORTH BROS. MFG. CO.**  
Philadelphia 33, Pa.



num shelf facilitates the dispensing and rolling of screening, with a special ridge for its cutting. In the upper part of the rack are six 100-foot rolls of screening in the most popular widths, 24, 25, 28, 30 and 36 inches. Two shelves for storage in the lower part of the rack handle a maximum of six rolls.

Shipped f.o.b. Chicago, Illinois, the dealer price for the rack is \$30.92, plus a minimum order of six rolls of Lumite screening.

**New Reo Town House  
Electric Power Mower**

Reo Motors, Inc., Lawn Mower Division, Lansing 20, Michigan, announces a new, improved model of the Town House electric lawn mower for 1951.

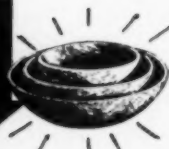
The new Town House is said to be quiet and easily maneuverable, with an 18" cutting width, a sturdy tubular steel handle adjustable to the convenience of the operator, and an electric motor that operates from any A-C light socket.

A reel type mower, the unit features a totally enclosed V-belt and chain transmission; reel consists of five high carbon hardened steel blades, four steel spiders operating on a solid steel shaft. Reel bearings are neoprene sealed, permanently lubricated automotive type ball bearings.

The Town House is equipped with 9" rubber-tired duty wheels, with



*Parrish  
Bowls*



**"SUPREME FINISH"  
MEANS EXACTLY THAT**

The bowls are of choicest Wild Cherry and Hard Maple woods. They are sanded to satin smoothness, then finished with our exclusive "Supreme" process. The beautiful grains and colors remain clear and natural permanently.

Fruits, garlic, onion, fish, alcohol do not injure—just wash like dishes and the bowls stay free from unwanted stains, tastes and odors.

That's why they are the finest salad bowls you can sell. Make sure now that your stock of bowls, spoons and forks is complete and well displayed.

You'll Be Welcomed  
**BOOTH 133**

Navy Pier, Chicago, Jan. 18-25  
National Housewares Exhibit  
Be sure to see our line of  
"Liquid Proof" and Waxed Bowls.

**J. SHEPHERD PARRISH COMPANY**  
205 WEST WACKER DRIVE  
CHICAGO 6, ILLINOIS

**Tapatco**  
TRADE MARK REGISTERED U.S. PAT. OFF.  
**HORSE COLLAR PADS**



For every work horse and mule.  
"The pad with the rust-proof  
red hooks"

**Tapatco**  
TRADE MARK REGISTERED U.S. PAT. OFF.  
**TRACTOR SEAT CUSHIONS**



For every tractor and farm  
implement seat.

See your jobber or write us.

**THE AMERICAN PAD & TEXTILE CO.**  
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO  
HORSE COLLAR PADS SINCE 1881

# SUTCLIFFE'S

1951



FISHING • HUNTING • ATHLETIC

THE SUTCLIFFE COMPANY  
LOUISVILLE 1, KENTUCKY

## Ready Now!

### SUTCLIFFE'S 1951 CATALOG

—for recognized dealers only.

The largest—208 pages—and most complete Sutcliffe catalog in 56 years of service to Sporting Goods Dealers.

Sutcliffe merchandise . . . nationally known and nationally advertised . . . is completely listed in this Retail Dealers Source Book . . . Profitable merchandise you know and preferred by your customers. Be sure you have your copy of this complete catalog featuring Fishing, Hunting and Athletic Equipment of recognized quality.

The **SUTCLIFFE CO., Inc.**  
LOUISVILLE 1, KENTUCKY

## Vacation WITH THE CHILDREN AT BEAUTIFUL Ellenor Village

DAYTONA BEACH, FLA.



**BABYSITTERS** will care for your children while you swim, visit a nightclub or take in a show.

**NURSERIES** for the smaller children—competently manned by trained personnel.

**PLAYGROUNDS** fully equipped, convenient to all 650 villas . . . many special events for kiddies.

**BABY BEDS, strollers, high chairs, almost any conveyance and convenience** you can think of . . . better vacations for you and the little ones.

Enjoy taking your children on vacation. Ellenor Village Villas are deluxe complete homes with modern kitchens and all family furnishings . . . Free membership in the Ormond Beach Country Club—play a championship golf course for green fees only. Horseback riding, boating, ocean fishing . . . superb bathing on Daytona Beach. Complete resort facilities—recreations, amusements and gorgeous sight-seeing. Make reservations early!



ONLY  
**\$49.50**  
PER WEEK

THE WORLD'S LARGEST FAMILY RESORT  
DAYTONA BEACH,  
**FLORIDA**

## EVERYBODY'S VALENTINE!

**FAMOUS SWING-A-WAY ICE CRUSHER WITH REFRESHMENT SHAKER**



It Sells For Every Gift Day And Fits A St. Valentine's Gift-Giving Need.



**ICE CRUSHER** Available In Red-White-Yellow And Polished. Packed In Beautiful Blue & Silver Box.

**REFRESHMENT SHAKER** Fits Inside Regular Ice Cup. No Kitchen Complete Without This Useful Item.

Housewares Show Booth No. 181-183

**SWING-A-WAY MFG CO.**  
4100 Beck Ave., St. Louis 16, Mo.  
Canadian Representative: Fox Agencies, Ltd. Port Credit, Ont.

WRITE FOR DETAILS ON HOW TO SECURE FREE DISPLAY BOARD

extra wide precision molded gears. Cutting height is adjustable two ways from 1/2 to two inches.

### Lewis Announces New Doo-Klip Display . . .

The Lewis Engineering & Mfg. Co., Alliance, Ohio, manufacturers of Doo-Klip lawn and garden tools, announce a new colorful, all-metal display stand designed for counter, floor and window use.

The Doo-Klip display stand is included free of charge with the Doo-Klip display package, which consists of a normal spring opening stock of six No. 1 Doo-Klip standard grass shears; four No. 2 Doo-Klip long handle grass shears; three No. 4 Snip-It Jr. grass shears; three No. 5 Doo-Klip pruning shears, and three No. 6 Doo-

Klip hedge shears.

Dealer cost of \$30.18 gives a profit to the dealer of \$20.12, it was announced. Orders for spring delivery should be placed now it was announced.

### CONVENTION DATES

**Alabama Retail Hardware Association.** annual convention and trade show, April 23-25, 1951. Headquarters, Hotel Admiral Semmes, Mobile, Ala. Secretary, Mrs. Euna G. Ramsey, 509 No. 19th St., Birmingham, Alabama.

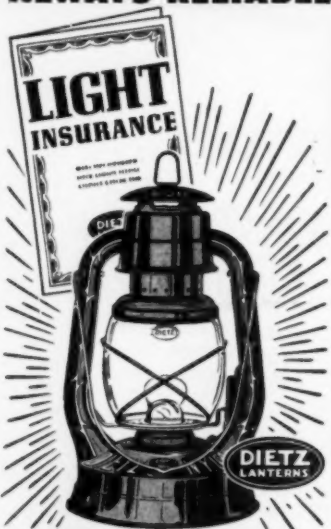
**Arkansas Retail Hardware & Implement Association.** annual

convention, Feb. 18-19, 1951. Headquarters, Hotel LaFayette, Little Rock, Ark. Secretary, J. Wayne Tisdale, Hotel LaFayette, Little Rock, Arkansas.

**Hardware Association of the Carolinas.** annual convention, June 19-20, 1951. Headquarters, Ocean Forest Hotel, Myrtle Beach, S. C. Secretary, Mrs. Sally Couch Masten, 118 1/2 E. Fourth St., Charlotte, N. C.

**Florida Retail Hardware Association and Georgia Retail Hardware Association.** annual joint convention, May 7-9, 1951. Headquarters, Geo. Washington Hotel, Jacksonville, Fla. Secretary, W. W. Howell, Box 183, Waycross, Georgia.

**ALWAYS READY  
ALWAYS RELIABLE**



**R.E. DIETZ COMPANY**  
EST. SYRACUSE 1, N. Y. 1840

Send for facts about the new COMET LANTERN—ORDER FROM YOUR JOBBER

## PREMAX A New Series CASTING ROD The Pistol Grip



Beautifully-finished, black-enamelled formed wood pistol-grip handle and fore-grip on a die-cast aluminum handle with secure locking ring. Hand-fitting! Eye-appealing! Comes in 3 1/2', 4' and 5' lengths. Blade is hi-carbon, oil-tempered steel, in rich metallic bronze finish with red butt sleeve and copper-finished trim.

Ask your jobber or send for bulletin today!

**PREMAX PRODUCTS**  
DIVISION CHISHOLM-RYDER CO., INC.

5123 Highland Ave., Niagara Falls, N. Y.

The name "Dazey"  
on "Kitchen Helps"  
means *Quality*

The following guarantee is enclosed with each Dazey product • Can Openers • Juicers • Knife and Scissors Sharpeners • Ice Crushers • Egg Beaters • Household Scales • Nut Crackers • Jar Openers and Sealers • Coffee Dispensers . . . and other items

### GUARANTEE...

The DAZEY CORPORATION has been in business constantly for 50 years. No guarantee implied or written could mean more to the consumer.

All DAZEY products are guaranteed to be free from defects in material and workmanship, and if found defective, will be repaired or replaced.

This guarantee is NOT LIMITED to any number of years. It may be construed as

5, 10, 20, 25 or 50 years.

Be sure

it's a



DAZEY

DAZEY CORPORATION • ST. LOUIS 7, MISSOURI

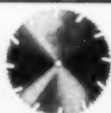
The name "Dazey" on "Kitchen Helps" is equivalent to the mark "Sterling" on silver



**ENGINEERED QUALITY TOOLS SINCE 1919 — at popular prices**  
**Nationally Advertised Products**

- \* coping saw frames
- \* compass saws and nests
- \* hack saws
- \* panel saws
- \* pruning saws
- \* block planes
- \* hand saws
- \* mitre saws
- \* wood chisels
- \* fore planes
- \* keyhole saws
- \* screw drivers
- \* jack planes
- \* hack saw frames
- \* coping saws
- \* smooth planes
- \* circular saws
- \* scratch awls
- \* putty knives
- \* wall scrapers

**GREAT NECK SAW MFRS., INC.**  
MINEOLA, NEW YORK



... for the stars in our line  
see your jobber



A word to the wives sells the Dixie-Maid for faster, easier, more efficient churning the electric way. There's a model for all types of containers—stone crocks or jars; choice of jar sizes, too. Your mark-up gives you the biggest part of a ten dollar bill on every sale. Repeat business on jars and accessories.



**FOLDERS and HANG-UPS, Too**  
We supply good-looking printed sales helps to push the idea of **MORE BUTTER WITH DIXIE-MAID!**  
ORDER FROM YOUR JOBBER OR WRITE



## SOUTHERN ELECTRIC PRODUCTS

P. O. BOX 406 ANDERSON, SOUTH CAROLINA

## ORDER THESE FAST SELLERS NOW!

### Swing and Well Chain

Finished in the South with the finest. This chain is made of highest quality chain wire and then electro-plated of commercially pure zinc. A standard link and better formed.



### Flat Wire Tempered Broom Rakes

The tines are of high carbon, tempered cold rolled flat wire, with rounded edge, 5/16" x .029. The tines are of one piece, interlocked into the frame of the neck, and cannot work loose. The combination is a rugged one that will give lengthy, satisfactory service—and due to the one-piece construction, will always retain its shape. Packed 6 Heads to re-shipping carton. The handle furnished is No. 1 hardwood, clear lacquer finish, 1 x 42 inches, packed 6 to a bundle. Combined shipping weight, 23 lbs. per dozen.

### Galvanized Solid Clothesline

- Pliable—Easy to handle. Smoothly rolled. Easily unrolled.
- Non-kink—will not catch. Easy to clean. Will not soil clothes.
- Non-stretch—will not stretch as other materials will.

### Package Units

Packed, 12 units (30, 75 or 100 ft.) in re-shipping box. Makes easy inventory—insure fast count—simplifies handling and stock control.

"Serving the Jobber for 14 Years"

**Wire Products**  
2715 North 24th St.  
P. O. Box 5355

**RUGGED ROBERT**  
BRAND

**Company**  
Birmingham, Ala.  
N. Birmingham Station

## BOKER PLIERS

—as finely made as

BOKER  Cutlery



The "BOKER" trademark stamped in pliers is a guarantee of quality workmanship and performance.

And here's why!

**FIRST**, they're made of special analysis, chrome vanadium steel:

**Plus (+)**

Load testing: Diamond testing:  
Scientific heat treating: accurate  
machining from the time the steel  
is forged until final polishing:

**RESULT:**

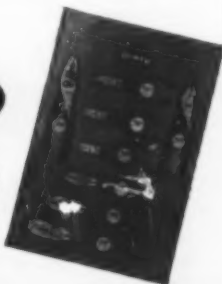
Pliers that can "take it."

In short they're the kind of pliers  
your customers will "go for."



### NEW! QUICK TURNOVER! BOKER PLIER DISPLAY NO. 300

Low inventory, 1/4 doz. each of 8 different pliers. Popular styles. **FREE** plier-proof Display Panel. Each plier packed individually. Ask your jobber.



## H. BOKER & CO., INC.

Quality for over a Century

101 Duane Street New York 7, N. Y.

# WORLD FAMOUS Red Devil GLASS CUTTERS

Scientifically Designed for Perfect Cuts—Relaxing to Use—

G1  
CAN'T  
RUST



Twelve in a display

Chapmanized steel  
RED DEVIL wheel—  
Can't be imitated

A Product of  
**Red Devil Tools.**  
IRVINGTON 11, NEW JERSEY

## Tapatco PROFIT TIP

Ta-pat-co Sleeping Bags are a real source of profit to many hundreds of retailers. There's a complete style and price range . . . fifteen Wool, Kapok and Down filled models to please all your customers.



Sportsmen everywhere know the Ta-pat-co label . . . know it stands for quality and comfort. That's why it pays to handle the Ta-pat-co line! Write us, or see your jobber for details.

THE AMERICAN PAD & TEXTILE CO.  
Greenfield, Ohio

LIFE SAVING VESTS, BUOYANT CUSHIONS, SLEEPING BAGS, SPORTS CLOTHING, CAMP EQUIPMENT, HORSE COLLAR PADS, TRACTOR SEAT CUSHIONS

**Kentucky Retail Hardware Association, Inc.**, annual convention and trade show, Feb. 6-8, 1951. Headquarters, Brown Hotel, Louisville, Ky. Secretary, Dwayne W. Laws, 501 Republic Building, Louisville, Kentucky.

**Louisiana Retail Hardware Association**, annual convention, March 11-13, 1951. Headquarters, Evangeline Hotel, Lafayette, La. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

**Mississippi Retail Hardware Association**, annual convention, June 3-5, 1951. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, 226 S. State St., Jackson, Mississippi.

**Missouri Retail Hardware Association**, annual convention and trade show, March 6-8, 1951. Headquarters, Jefferson Hotel, St. Louis, Mo. Secretary, Harry F. Scherer, 1189 Arcade Bldg., St. Louis, Missouri.

**Oklahoma Hardware & Implement Association**, annual convention and trade show, Feb. 6-8, 1951. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City, Oklahoma.

**Tennessee Retail Hardware Association**, annual convention, Feb. 18-20, 1951. Headquarters, Farragut Hotel, Knoxville, Tenn. Secretary, Morris Jones, Box 784, Nashville 2, Tennessee.

**Texas Hardware & Implement Association**, annual convention and trade show, Jan. 15-17, 1951. Headquarters, Plaza Hotel, San Antonio, Texas. Secretary, Ray M. Souder, 814 Texas Bank Bldg., Dallas, Texas.

**Tri-State Hardware & Implement Association**, annual convention, Feb. 12-13, 1951. Headquarters, Hotel Herring, Amarillo, Texas.

**Virginia Retail Hardware Association**, annual convention and trade show, March 27-29, 1951. Headquarters, Hotel Roanoke, Roanoke, Va. Secretary, G. T. Omohundro, Jr., Scottsville, Virginia.

**West Virginia Hardware Association**, annual convention and trade show, Feb. 19-21, 1951. Headquarters, Daniel Boone Hotel, Charleston, West Va. Secretary, James C. Fielding, 1628 McClung St., Charleston, West Virginia.

## STOCK

the TOP NOTCH line of  
**CHICAGO**

"Safety Plus" Hexagon  
Head Cap Screws  
(Bright or Heat Treated)  
for these TOP NOTCH reasons:

- **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in a wide range of manufacture. Why?
- **They're Stronger**—More uniform—give a perfect fit for every replacement need, and . . .
- **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."
- **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.

Remember to ask for these "Chicago" products from your hardware distributor:

- Hexagon Head Cap Screws, Steel and Brass
- Square Head and Hex Head Cap Flat Set Screws
- Semi-Finished Hexagon Nuts, Steel and Brass
- Hexagon Castellated Nuts • Flat Head Cap Screws • Taper Flat • Milled Studs • Socket Head Cap Screws • Socket Set Screws • Socket Pipe Plugs • Stronger Bolts or Shoulder Screws • Square Head Cap Flat Set Screws • Keys, Assortments and Kits.

The CHICAGO SCREW COMPANY  
2515 WASHINGTON BLVD., BELLWOOD, ILL.  
Established 1873

## NOW! FOR EVERY HARDWARE STORE



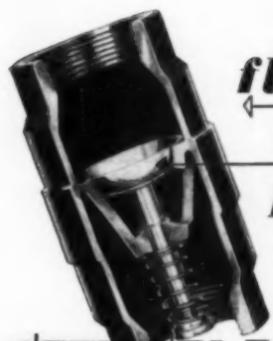
With  
the Amazing  
New Automatic  
Clutch Control

New! Outstanding! Building your profits to new heights—for HOMKO has all those features your customers have been clamoring for! Automatic operation—no gadget or lever to use. Walking speeds are easily regulated by engine acceleration. Massive rubber tired wheels with a choice of standard, or over-size tires for high cut of grass. Easy storage. Write today and learn how you can profit with HOMKO Lawn Equipment! Built-in Recoil Starter available at slight additional cost.

DEMAND  
DEPENDENCE  
**Homko**  
TRULY A  
QUALITY  
PRODUCT

CHOICE OF  
BRIGGS OR  
CLINTON  
ENGINE

WESTERN TOOL & STAMPING CO.  
2725 SECOND AVENUE, DEER MOINES 13, IOWA



STRATAFLO  
*flexible*  
*metal*  
*poppet*  
ALL  
POSITION  
**CHECK VALVES**

Patented Flexible Monel Metal Poppet, cannot leak. Quiet, sensitive operation. For cold or hot water or steam. 200 lbs. pressure. Seven sizes. Ask for bulletin 204.

order from  
your Jobber



**PRODUCTS, INC.**

FORT WAYNE 1, INDIANA



*Sell* **BURKS**

The only water system with LIFE-LOK—most effective selling feature in water system business.

BURKS EDUCER converts Shallow Well System into Deep Well System. Same pumping unit for both. These powerful money makers deserve investigating. Write—

**DECATUR PUMP CO., 35 Elk St., Decatur 70, Ill.**



**INCREASE YOUR PROFITS**  
buy direct from manufacturer

*Thousands of Satisfied Users in U.S.A. and Canada*

The Precision pump pump is built entirely of stainless steel, bronze and aluminum alloy, has a totally enclosed dust and moisture proof motor with built-in thermal switch and overload protection. Sealed motor ball-bearings and Oilite pump shaft bearing will never require additional lubrication. Lifetime non-sticking float easily adjusted to suit depth of any sump. Every pump tested thoroughly—assembled completely and ready to operate. Equipped with plug-in cord. Does not require special wiring. Guaranteed for one year.

DEALER COST F.O.B. NASHVILLE

1/8 H.P.—1 in. discharge 1,000 G.P.M. \$36.50

1/4 H.P.—1 1/2 in. discharge 3,000 G.P.M. \$42.50

Order direct by check or money order or write for further information. Manufactured by

**PRECISION PARTS CORPORATION**  
Nashville 7, Tennessee

# PINCOR

POWER MOWERS

*Out Front—*  
*not by claim*  
*but by comparison*

Pincor's the champ *and it's ready to prove it!* Anytime, anywhere, on anybody's terms.

Take Pincor—put it up against anything on the market. A look will sway you . . . a test will convince you . . . *but the comparison will sell you on Pincor.*

**Pincor gives you a terrific sales-edge**

It has the appeal of quality, styling and performance that customers want in buying mowers. It has the engineering, skilled workmanship and little extra touches you want in selling power mowers. In short, Pincor has everything to meet and beat all competition!

**FACT:** Pincor has more sales-making exclusive features by actual count than any other power mower.

**Use your own good judgment**

When a product can *prove* it's better . . . when you can actually show how it's better . . . there's really no trick in selling it. Put yourself in—**USE THAT COUPON.**

## PINCOR PRODUCTS

Manufactured by Pioneer Gen-E-Motor Corporation  
5841 West Dickens Avenue • Chicago 59, Illinois

Power Lawn Mowers • Hand Lawn Mowers • Electric Hedge Trimmers  
Gasoline Engines • Electric Generating Plants • Battery Chargers • Generators

Without  
obligation,  
send me  
further  
information  
about  
Pincor  
power  
mowers.

Pioneer Gen-E-Motor Corporation  
Dept. SH11  
5841 W. Dickens Ave., Chicago, Ill.

Name

Company

Street and Number

City  State



EASIEST TO USE.....EASIEST TO SELL.....

HANDSAWS • CROSSCUT SAWS • CIRCULAR SAWS  
HACKSAWS • KEYHOLE SAWS  
ALL OTHER TYPES

**ATKINS** *Silver Steel* SAWS

E. C. ATKINS AND COMPANY  
425 S. Illinois St., Indianapolis 9, Indiana



**NOR-SURF**

BRAIDED NYLON  
SURF or  
TROLLING LINE



Take advantage of customer preference with NOR-SURF! Packaged in 50-yard connected spools... 24, 27, 36, 45, 54, 63, 72 lb. tests. Permanent sand color. This coreless, soft-braided Nylon Line has no objectionable stretch... long life! Also on tubes of 400, 500, and 1000 yards... same Tests and quality!

NORWICH LINE COMPANY, INC.  
Troy, N. Y. NORWICH, N. Y.



**1/2 LIGHTER**  
**than ALUMINUM**

UNBREAKABLE FRAME  
OF EXTRUDED MAGNESIUM

- Profitable, Fast Selling, Nationally Advertised
- Adjustable, Replaceable Vial Units
- Available in 10 sizes from 12 to 72 inches
- Beautifully Designed, Accurate, Dependable

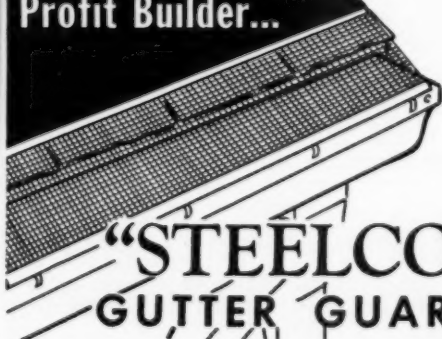
J. H. SCHARF MFG. CO., OMAHA, NEBR.

★ **MARSHALLTOWN TROWELS** ★

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



**New-Fast-Selling  
Profit Builder...**



**"STEELCO"  
GUTTER GUARD**

Here's a low-cost, fast-moving product needed by almost every home owner. Steelco Gutter Guard keeps leaves, twigs, nests and wind-blown debris out of gutters. Eliminates dangerous ladder-climbing, messy gutter cleaning. Improves appearance, protects gutter and paint. Made of heavy galvanized steel and 1/4 inch mesh. Available in 3 ft. sections to cover most every type of gutter. Easily installed with special Steelco quick-fastening clamps. Patent applied for.

Order from your Distributor or write—

**STEELE MANUFACTURING COMPANY**

447 Winchester Ave.

Ashland, Kentucky

Wright Fur Farm Netting is always reliable... a prime necessity in fur farming. Carefully and evenly woven from quality wire heavily and brightly galvanized by the Wright process. Made in sizes to meet various requirements.

Southern Representatives:

D. C. HORNIBROOK  
E. L. HORNIBROOK

Box 176  
Avondale Estates, Ga.

LAWRENCE J. BALDWIN  
& SON

306 Carondelet Bldg.  
New Orleans 12, La.

**WRIGHT**

**G.F. WRIGHT** STEEL &  
WIRE CO.  
WORCESTER • MASS.



# Southern FARM EQUIPMENT

JANUARY, 1951

Section of SOUTHERN HARDWARE

806 Peachtree St., N. E.  
Atlanta 5, Ga.

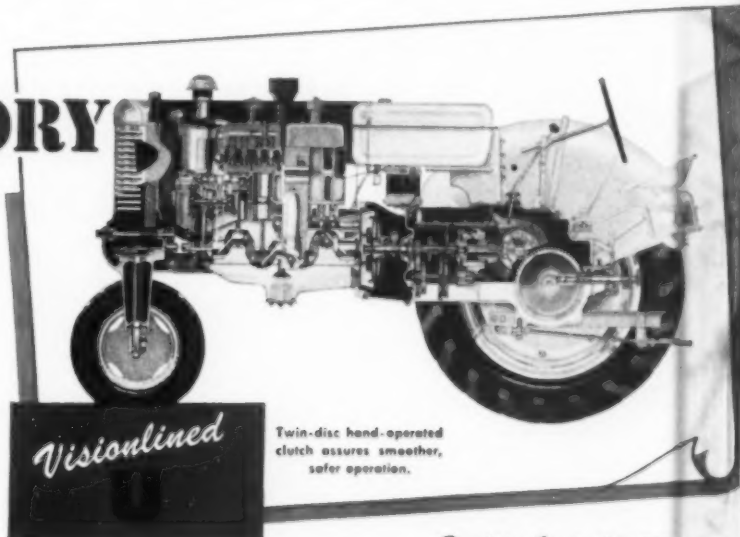
## GET THE INSIDE STORY

### ON THE APPROVED LEADER IN 3-4 PLOW POWER

The heavy-duty 4-cylinder engine of the Model U features: Quality construction . . . high turbulence combustion chambers . . . cylinders cast in pairs and anchored to crankcase by sturdy studs . . . equipment for burning gasoline, distillate or LP gas . . . dynamically balanced crankshaft with 3 precision-type main bearings . . . cast pro-ell metal camshaft . . . controlled cooling . . . scientific system of fuel, oil, and air filters . . . easy servicing and inspection . . . and force-feed filtered lubrication to connecting rods, main bearings, valve mechanism, camshaft, accessory shaft, timing gears, and governor.

The heavy-duty 5-speed transmission runs in a bath of oil. The gears are precision cut with a large tooth surface and heat-treated for quiet running and long life.

Uni-Matic Power affords smooth, accurate control for hydraulically raising, lowering, and adjusting implements. A new floating-ride seat gives greater comfort. Four kinds of power are available: drawbar, Uni-Matic power, power take-off, and belt.



*Visionlined*

Twin-disc hand-operated clutch assures smoother, safer operation.

### Quality Control in MM

FACTORIES  
ASSURES  
DEPENDABLE  
PERFORMANCE  
IN THE FIELD



### FIRST FACTORY-BUILT LP GAS TRACTORS

The 3-4 plow power of the Model U easily handles machines of big capacity.



**MINNEAPOLIS-MOLINE**  
MINNEAPOLIS 1, MINNESOTA



**REPAIR PARTS  
SERVICE**

## Your "key" to new fields of profit —

Let **NEW IDEA** help you make customer relations more secure

Every New IDEA machine is engineered and built to give years of uninterrupted service—both dealers and owners are aware of this fact.

Yet, we all know that there comes a time when any piece of machinery needs a bit of repair—repair at the very moment when it is most needed—a repair, that if handled immediately and directly from stock, keeps a customer satisfied. Keeps him satisfied with his equipment and your organization's ability to see that New IDEA machines are always ready for work.

Right now—**TODAY**—is the time to decide that you should have a full inventory of genuine New IDEA parts available to take care of your customers' repair problems.

**IT PAYS**  
to maintain  
a complete  
**Repair Parts  
Department**

It's a good idea also to get your service parts in stock now to enable you to do complete overhaul jobs on all New IDEA machines. Many New IDEA dealers have found this complete overhaul work one of the most profitable ends of the business and a real revenue producer during the winter months when equipment is out of use and repair men have plenty of time.

Order your New Idea Service Parts today!



No. 12-A Tractor  
Drawn Spreader

Remember...  
...if it's a  
**NEW IDEA**  
it's a good idea

# NEW IDEA

DIVISION *AVCO* MANUFACTURING CORPORATION  
COLDWATER, OHIO SANDWICH, ILL.

# Building a real SERVICE ORGANIZATION

By B. Miller



Above, John L. Ingalls instructs a customer in the operation of a hay baler. Company's policy of "guaranteed customer service" is backed up by efficient service and parts departments

TO JOHN L. INGALLS and his business partner, Lyle Simmons, "Guaranteed Customer Service" has resulted in a steadily increasing annual volume of sales and repair work.

For the company this policy, in part, means having parts available when a farmer needs them, and thoroughly trained mechanics to handle without delay any type of repair job.

"But if a piece of farm machinery has broken down in the field and we should be out of the parts it needs, we will drive to Baltimore to the warehouse or anywhere else necessary to get them," said Ingalls, who emphasized that customer satisfaction may frequently be guaranteed on sales and service beyond the warranty period. "In an emergency we will even remove parts from a new tractor on the sales floor in order that a customer may carry out his job in the fields with a minimum loss. That has happened where, upon driving into the Baltimore warehouse, parts were not available."

John L. Ingalls backs up his policy with a parts inventory of \$50,000. The hundreds of parts needed to service farm equipment are stored on two floors in orderly bins.



Here, one of the shop's three mechanics works on a tractor. Company often gives free service on a machine well beyond the warranty period if there is evidence that the unit has not held up under normal usage

Printed cards designate the contents of these bins, giving the parts number, letter, re-order date and quantity. A file containing duplicate information is maintained in the office, and a perpetual inventory system keeps stocks in ample supply.

When stocks of certain parts run low, cards are flagged in red, keeping the parts department alert to diminishing supplies.

In emphasizing the company's program, Ingalls said that "we point out to customers, when we sell a tractor, that if it gets normal usage and any trouble develops beyond the warranty period, we still back it up." Co-partner and service manager, Lyle Simmons, supported this statement and cited examples.

A new tractor that had been in use for two years was reported by

the operator to have a bad clutch. Though it was possible that the tractor had been subjected to hard usage, company officials still wanted to uphold their policy. The tractor was brought in and put back into shape at no charge to the customer.

"As a matter of fact, we go even further than that to make customers feel satisfied," Simmons said. "We will go to special effort even on competitive tractors where there is little profit in it for us."

A farmer brought in a competitive tractor that was bought from a dealer who did not carry a complete stock of parts. In this emergency situation, the company sent its truck to Boyds, Md.—a round trip of about 45 miles—to obtain the needed part. The company had

(Continued on page 92)

## **Winning New Business through**

# **"ON-THE-FARM" DEMONSTRATIONS**

**By Ross Holman**



Owners of the Modern Equipment Co. never consider a sale completed until the owner is thoroughly familiar with the machine's operation. Here, a farmer watches as Clyde Wilkerson, center, and A. L. Hadley, outside salesman, adjust a mower. Another important practice followed by the company is to deliver all machinery set up and ready to operate

**F**OR FARM equipment dealers having small outside sales staffs, on-the-farm demonstrations provide the best means for getting the sales message across to the largest number of prospects.

At least that has been the experience of the Modern Equipment Company of Gallatin, Tennessee, which is owned by J. F. Hudgins, M. C. Wilkerson and J. T. Rhea.

The effectiveness of this policy is shown in the results of a recent sales campaign. In one week the company's outside salesman, A. L. Hadley, sold a total of eight tractors, two harrows, two corn pickers and two mowers—all sales stemming directly or indirectly from on-the-farm demonstrations.

Owners of this company feel that this one-week sales record proves the value of such demonstrations.

When a tractor prospect, for example, resists buying because he "wants to look around some more," a proposition is made to try the machine out without obligation on the prospect's own farm. If the farmer agrees to this arrangement, it is turned into a neighborhood demonstration. Even if the farmer buys without this extra inducement, but doesn't fully understand how to handle the tractor, the firm sends a representative out to show him how to operate it and turns the event into a neighborhood demonstration also.

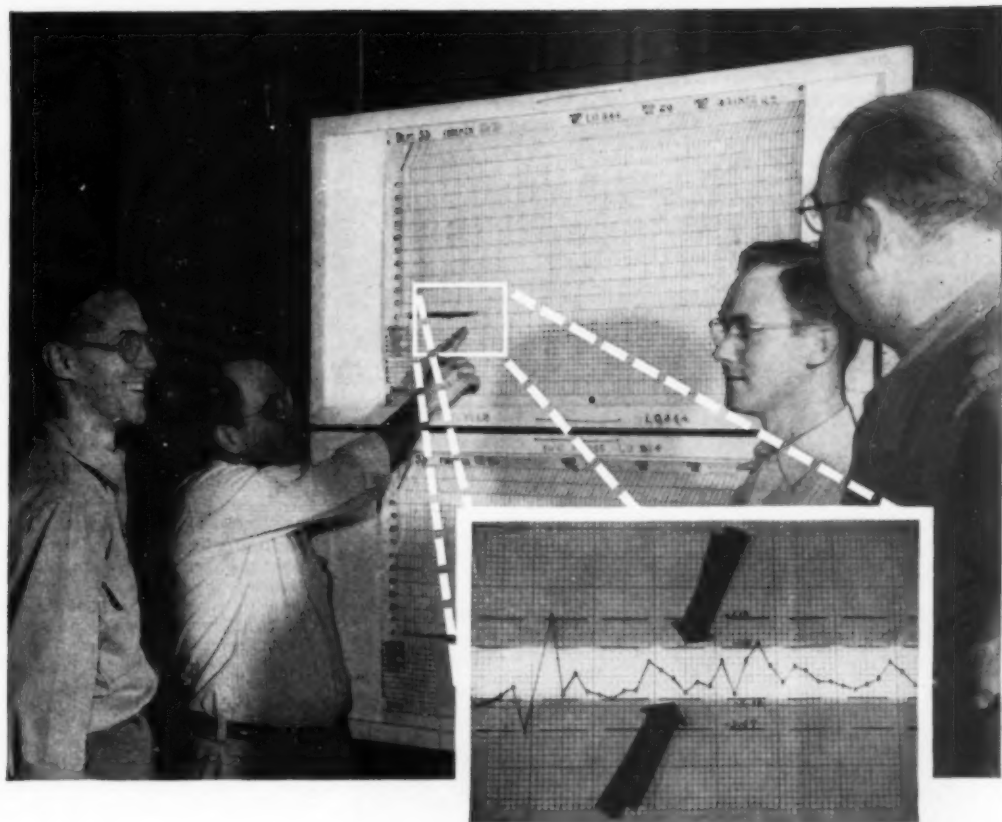
The company averages one demonstration a week, and it has developed into one of the most effective ways to line up promising leads. Invitations are sent to farmers in the immediate neighborhood asking them to be present on the appointed day. Names of the most likely prospects are obtained from the farm-owner on whose land the machine is to be demonstrated. These usually are good leads, for farmers usually have some knowledge of their neighbors' needs and buying intentions. Other names are picked from the company's prospect list. Some prospects are reached by phone, and others by mail.

At some of these demonstrations there may not be more than three or four spectators. At others there may be 50 to 100, depending on the season, advance publicity, etc. But even when only a limited number are on hand, the demonstrations pay off. When even three busy farmers leave their own work to spend time to watch a tractor, combine, baler or other units working on a neighboring farm, the owners of this company believe that more interest is being shown than would be evident if the farmers were looking casually at such equipment through a showroom window.

These dealers believe there is a strong psychological effect in getting several farmers together on such an occasion. It is important, they point out, to have the demonstration equipment in good working order and operated by a mechanic who thoroughly understands the unit. If there is a continued stoppage because of mechanical or other difficulties, the salability of the unit may be seriously affected.

If the demonstrating machine is giving a smooth performance with which no bystander can find fault, it arouses a favorable reaction among the spectators that does much to break down sales resistance. If the farm-owner on whose land the demonstrations are being staged hasn't actually bought the machine, its acceptability by his neighbors often influences his decision. If he has already bought it and is merely learning how to operate it, the favorable reaction helps to convince him that he has made a wise purchase.

At each of these demonstrations the salesman has the opportunity to talk with numerous other prospects. The demonstration



## How lines on a chart safeguard IH quality

A report to you about men and machines that help  
maintain International Harvester leadership

**Portrait of Near Perfection.** IH engineers like the looks of this graph. It tells a story of controlled quality. The location of each dot represents the measurement of an International Harvester part that is being mass-produced.

As long as most of the dots fall between the narrow limits set by IH engineers, all is well. But if too many dots appear above or below the estab-

lished limits, the engineers stop production until the trouble is found and remedied.

These quality control charts are an ever-present check on men, machines, and materials—a constant incentive to do a better job. They help prevent errors before they occur. Plant-wide quality control is another reason for IH leadership. International Harvester Company, Chicago 1, Illinois.



## INTERNATIONAL HARVESTER

International Harvester Builds McCormick Farm Equipment and Farmall Tractors ...

Motor Trucks ...

Crawler Tractors and Power Units ...

Refrigerators and Freezers ...

not only enables him to develop additional sales of a particular unit, but to learn the various types of equipment which other farmers need.

"I find this method much more effective for developing leads than making complete farm-to-farm surveys of what farmers need or may hope to buy in the future," explained Rhea. "While I don't discount the value of such a farm survey and the fact that it has borne good results for many dealers, it is not practical for a dealer with a small sales force. A detailed survey of a county too often results in a list of prospective sales, a large proportion of which never develop. It may pay to keep such a large list of uncertain prospects where personnel

is available to keep in constant contact, but with a small sales force it is necessary to develop a list of more certain prospects in order to maintain a reasonable volume. These farm demonstrations are a good way to get them."

Each sale, of course, is followed up. The company doesn't consider a sale completed until the owner is thoroughly familiar with the machine's operation. Service calls are made occasionally to see that it is not giving trouble.

One important practice the company pursues is to deliver every machine to the buyer's farm fully set up and ready to operate. "Many dealers in my section," explained Rhea, "deliver their combines, corn pickers and other machines to the purchaser's farm in the

knocked-down condition in which they were shipped from the factory. Then—a few days or months later when the owner gets ready to use his machine, the dealer has to take a busy mechanic out of his shop and send him out to the buyer's farm to assemble it. We quit that practice partly because we can save a lot of time assembling the machine here in our own shop, where we have all the facilities and help necessary to finish the job quickly, and because we found that when a knocked-down machine is delivered to a farm several days before assembling, many of the parts somehow get scattered or lost and we have to lose more time in replacing them."

Another important reason why every machine is delivered fully assembled is the better psychological effect on the purchaser. He feels a greater pride of ownership if he can get his new purchase delivered just as it looks in its operating capacity. Then, if it has to sit idle for several weeks or months before use, it is a profitable exhibit for all neighboring farmers who want to come over and give it a look. It is a good build-up for the field demonstration that may come later.

To follow up the leads gathered from these farm deliveries, the company has, in addition to salesman Hadley, the three partners who do quite a bit of field promotion; and a half-time sales worker who spends the other half of his time in the shop working as an all-around mechanic. The lat-

(Continued on page 94)



A. L. Hadley, company salesman, uses this truck in making his sales rounds. He makes the arrangements for on-the-farm demonstrations, often discovers numerous new prospects among those farmers who attend

Right, Clyde Wilkerson demonstrates for the farmer the operation of the mower from the tractor. Company is convinced that demonstrations on the farm provide best means for getting sales message across to farmers



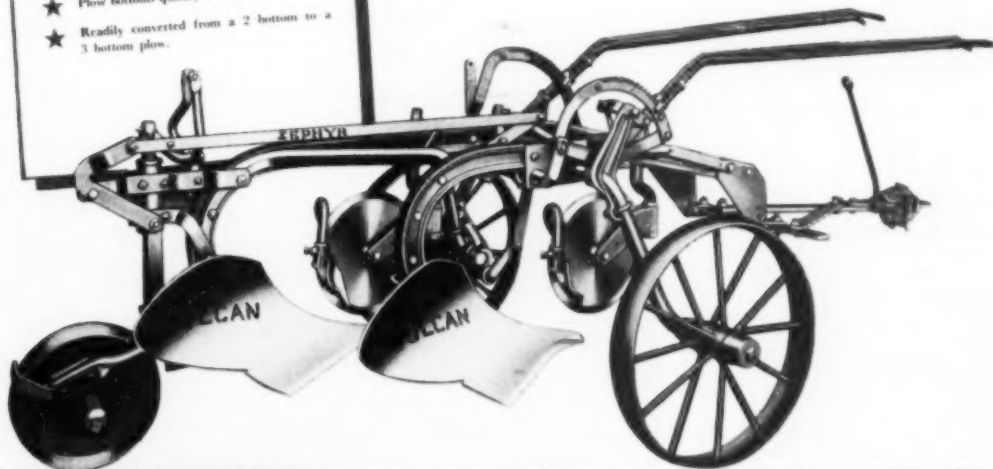


**IS HIS MOST  
PRECIOUS POSSESSION—**  
*Show him  
how to SAVE IT with*

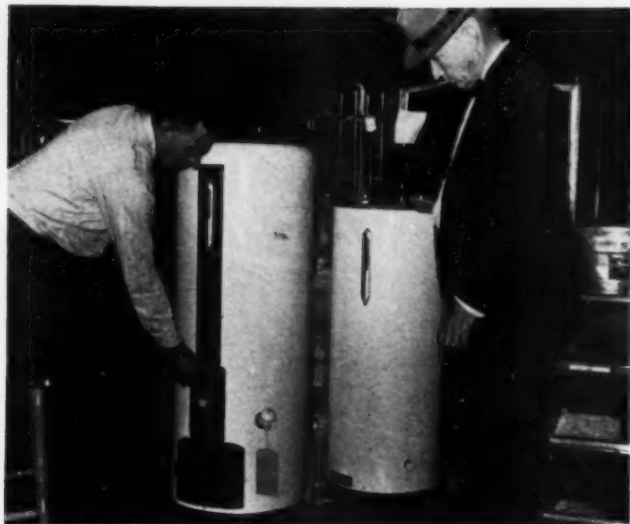
### "ZEPHYR" FEATURES That Save Time!

- ★ Sturdy construction—streamlined for action—modern in every detail.
- ★ Designed to work efficiently and speedily behind all tractors and at all tractor speeds.
- ★ Easy to operate—equipped with a positive, quick-acting power lift.
- ★ High lift—plow raises to 16½" from furrow bottom.
- ★ Holland automatic spring release hitch eliminates springing of beams and breakage of gangs.
- ★ Plow bottoms quickly detachable.
- ★ Readily converted from a 2 bottom to a 3 bottom plow.

● "Time waits for no man." The fellow who said this must have had the modern farmer in mind. Certainly TIME is the farmer's priceless asset and if you can show him how to make the most of it, you have won a customer. The Vulcan Zephyr Tractor Plow is a recognized time-saver on the farm. From plowshare to hitch it is built like a thoroughbred race horse . . . streamlined for speed and action with plenty of stamina and "punch" to "go to town" on the huskiest of soil preparation assignments. Make a real "bid" for the tractor plow business in your area. You can do it hands down with a Vulcan Zephyr.



**Write Farm Tools, Inc. for name and address  
of nearest Farm Tools, Inc. Farm Implement  
and Harvey Line Distributor.**



Garrett Jones, left, demonstrates an automatic water heater to a farm customer. Farmers engaged in dairying and poultry raising are a good source of sales for such equipment

Jones wants to keep these units prominently displayed and ready for demonstration at all times, because he and his field salesmen constantly are selling the advantages of abundant hot water on the farm.

Some farmers buy water heaters before they install bathrooms, Jones pointed out. A dairy farmer must have a good barn and hot water to clean and sterilize his containers and milking equipment. For several years, Jones has

(Continued on page 96)

## Developing the Market for

# WATER HEATERS

By S. W. Ellis

THROUGH the promotion of dairying and poultry raising in his territory, Garrett Jones, owner of the Garrett Jones Equipment Co., Dardanelle, Arkansas, has developed a sizable market for water heaters that is proving to be a valuable source of extra volume for his company.

"Farmers who buy dairy and poultry raising equipment need ample hot water for dairy barns, brooder houses, etc. Consequently, those farmers who are turning to this phase of agriculture are prospects either for electric or butane gas water heaters."

Jones is essentially an equipment dealer—a hard-hitter who stages elaborate on-the-spot demonstrations of machinery in front of his store. But he makes a specialty of selling water heaters to the farmers who buy his tractors.

"Plenty of hot water is needed for the modern farming operations that I try to encourage," said Jones. "A modern dairy cannot operate without hot water. And I want to be the one who sells those heaters."

Jones keeps water heaters to the front during all seasons. In the hottest months of summer, at least two are shown just beyond the front door—an automatic heater and a less expensive model, for Butane gas.



Machinery displayed directly in front of the Garrett Jones Equipment Co. is ready for immediate on-the-spot demonstrations for any interested farmer. Water heaters—a profitable sideline—remain on display the year 'round and are given a preferred location just inside the main entrance

# Two Points

## IN HIS FAVOR

This is our man.

He lacks size, maybe, by professional standards. But there are lots of things about him that are really big league.

His heart, for one thing. It's almost as big as he is, and it's jam-packed with the stuff that winners are made of—things like intentness of purpose, and gameness, and that precious quality that the world calls loyalty.

Then, there's the training he's getting now. When in a few short years he takes his place on the team, he'll be ready. He'll have the rules of the game down pat . . . he'll know the priceless worth of fair play . . . and he'll know how to handle the ball when it comes his way.

Size, you say? Oh, size doesn't count in the *big* game, the one he's training for, the one called Life. He'll be first string—wait and see.

He's no individual, this man of ours. He's all the youngsters in these vast United States . . . he's American Youth, a title that represents two big points in his favor. And we're pinning our hopes on him.

He's our man!

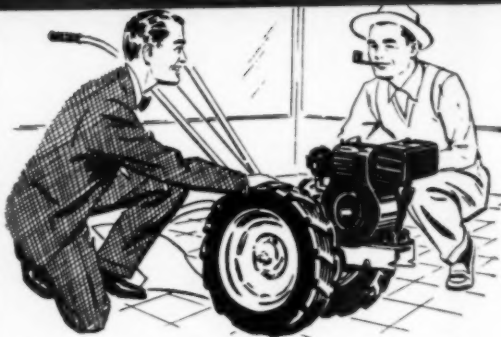


**JOHN DEERE • MOLINE, ILLINOIS**

# ... YOURS



Alert Simplicity dealers run their business by the calendar, but they use all twelve pages! With two easy-selling garden tractors — and a wide range of low-cost implements — they're all set for year 'round sales . . . more profits.



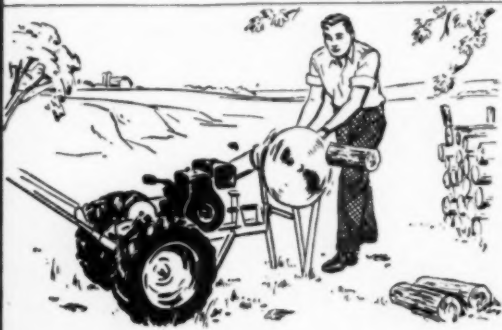
It's easy to sell customers on Simplicity advantages. They're quick to respond to the sturdy, uncluttered construction, simplified controls, easy operation, the light weight and perfect balance — features pioneered by Simplicity, manufacturers of garden tractors and implements *exclusively*.



The demonstration is the clincher. When a dealer puts a Simplicity through its paces — demonstrates Simplicity patented "Quick-Hitch", changing from one implement to another in less than a minute *without tools* — sales resistance really melts away.



Customers can't help but appreciate the cost-cutting advantages of Simplicity implements. They go for the way Simplicity cuts down on manual labor . . . on small farms, big farms and around suburban homes and estates.



And, when growing season's past, Simplicity dealers are still in there *pitching* . . . earning welcome profits from the sale of labor-saving implements like the brush and log saw.



Yes, Simplicity garden tractors are sales makers all year 'round. Dealers get steady turnover on such versatile Simplicity implements as the combination lawn roller, riding sulky and damp cart kit.

## America's No. 1 Garden Tractor

# Simplicity

REG. U. S. PAT. OFF.

## Garden Tractors and Implements

With Simplicity, dealers have something to sell every month of the year. No need to get hog-tied with top-heavy inventories. All Simplicity implements fit either of the two tractor models . . . That means you have full inventory to sell from with low inventory investment.

And that's not all! Check these additional reasons why it pays to be a Simplicity dealer . . . why it pays to sell America's No. 1 Garden Tractor!

**Dealer Help** — While others talk about helping the dealer, Simplicity acts . . . provides the industry's strongest dealer support, most consistent sales and advertising backing.

**Consistent Advertising** — Prospects are presold by Simplicity's year 'round schedule of hard-hitting advertisements in leading national publications. Millions read the Simplicity story in Saturday Evening Post, Better Homes and Gardens, Country Gentleman, leading farm papers, and many other popular magazines.

**Monthly Promotions** — Month after month, all year 'round, dealers get complete, ready-to-use merchandising kits — with literature, posters, radio announcements, etc. — to help them earn all-season sales with Simplicity tractors and implements.

**Priced Right** — High in quality, High in performance — Simplicity tractors and implements are priced to sell . . . place dealers in strong competitive position.

### 2 POPULAR MODELS TO SELL

The two, low-cost Simplicity tractors are fast sellers . . . because they're in the horsepower range which accounts for 85% of all garden tractor sales.

#### 3 H.P. MODEL M-1 TRACTOR

5 forward speeds — with new "Lo-Lo" speed. Fully enclosed gears. Heavy-duty one-piece frame. Patented "Quick-Hitch." Briggs & Stratton Model 9 Engine.

#### 2 H.P. MODEL L-1 TRACTOR

Twin to the M-1. Designed for lighter work. Briggs & Stratton Model N Engine.



Another notch in Simplicity's effective dealer-aid campaign. Two full color sound films — designed to help you get even better sales on Simplicity garden tractors and implements. Produced by one of the nation's foremost motion picture studios. Ask your Simplicity field man to show your staff these films.

### Limited Number of Dealerships Still Available

It's good business to sell the line that does the most for dealers . . . helps them build bigger year 'round business. If you want all-season profits and satisfied customers, write today describing your sales and service facilities.



MAIL THIS COUPON FOR FULL INFORMATION

#### SIMPLICITY MANUFACTURING COMPANY

1203 Spring St., Port Washington, Wis.

I'm interested in the profit opportunity in a Simplicity dealership. Please send all information as soon as possible.

FIRM NAME .....

ADDRESS .....

CITY ..... STATE .....



Officers of the Deep South Farm Equipment Association are, left to right, seated: Roy Wilbanks, president; E. T. Ferguson, vice-president. Standing, John J. Crawford, secretary, and T. H. Jackson, treasurer

## DEEP - SOUTH CONVENTION

**W**ITH MORE than 400 delegates present, the Deep South Farm Equipment Association held its sixth and largest convention November 13-15 in New Orleans, La.

G. D. Andrews, vice-president in charge of sales of the Dearborn Motors Corporation, Detroit, made the convention keynote speech, telling the dealers that "all of us are partners in America's number one industry—agriculture."

Andrews declared, "The need for food and fiber is going to be with us for quite a while yet. And even to one who is not an economist or professional crystal gazer, it would appear that as the population increases each year, the nation's requirements for farm products will increase steadily, and if we are called upon to protect by armed might our flag and our homes, then the requirements will increase tremendously."

Andrews said the use of tractors on farms has trebled in little more than a decade, that the number of combines in use has increased 50 percent since 1945, and that corn pickers have doubled in number during the past five years.

Turning to the question of equipment production in the face of na-

tional defense needs for critical material, Andrews said, "In any system of priorities, if they are established, farm equipment will undoubtedly be high on the list."

"Moreover, experience in World War II seems to offer conclusive proof of the essential need for the equipment we sell, as well as for the continual and effective operation of organizations such as equipment dealers who must get equipment where it is needed, and who must be responsible for keeping the machines running."

J. K. Garner, Greenwood, Miss., president of the national association, told the dealers that "today's challenge evolves around three important phases of management—merchandise, men and money."

As farm equipment merchandisers, he said, men in the business have to manage, and manage well, whole goods, repair parts and used equipment.

Garner said warehousing, inventory, displaying, demonstrating, salesmen, and advertising are the six steps to successful merchandising of whole goods.

In management of salesmen Garner urged care in selection and said it is of primary importance that they be trained to do the job

the dealer wants done, that they know the needs of the farming community, how to demonstrate equipment and everything about the product they sell.

Dean T. J. Arceneaux of Southwestern Louisiana Institute's college of agriculture told the delegates that the greatest need of agriculture in this area is to raise the educational level of the section's farmers.

Contrasting the economic status of California farmers with that of farmers of Mississippi and Louisiana, he pointed out that from the education approach the West Coast average farmer is on the college level while here it is about sixth grade.

An encouraging trend, he noted, is the large group of young men and women who have had good agricultural training in high schools.

To improve agriculture in this area, he made three broad recommendations:

1. Balance agriculture by increasing livestock production and dairy herds.

2. Encourage production of specialty crops. This ties in with the above, he said, to give farmers year-round employment. Dean Arceneaux added that the average farmer is gainfully employed only about 140 days of the year.

3. A good "live-at-home" program whereby farmers can provide for as many of his needs as possible.

Other speakers on the convention program included Arthur N. Ekstrand, Peoria, Ill., executive vice-president, Farm Equipment Acceptance Corp.; E. F. Krein, Racine, Wis., eastern division assistant sales manager, Massey-Harris Company, and Lawson duCles, New Orleans, regional group supervisor, Occidental Life Insurance Company.

Roy Wilbanks, Bossier City, La., was elected president of the association while E. T. Ferguson, Meridian, Miss., was named vice president and T. H. Jackson, Shreveport, treasurer. John J. Crawford, Alexandria, was re-elected secretary.

Directors of the organization for the next year will be J. B. Lancaster, New Roads, La.; G. E. Lindsey, Jr., Bernice, La.; Dillard McMullan, Hattiesburg, Miss.; John T. Thrash, Newton, Miss.; R. I. Prichard, Jackson, Miss.; Larry Parrott, Gueydan, La.; H. L. Broussard, Lake Charles, La.; H. G. Jackson, Eunice, La.; I. A. Aldridge, Jackson, Miss.; J. Stuart Pittman, Lake Providence, La., and Earl Rabalais, Bunkie, La.



\* R. R. Skibiski, President of  
Roman R. Skibiski, Inc.,  
Sunderland, Mass.

**Here's what Mr. Skibiski says about  
Farquhar IRON AGE Farm Equipment—**

"We have sold Farquhar Iron Age Farm Machinery for many years. Due to the dependability of Iron Age products and the fine way that the Farquhar Company stands back of its products, we have had many repeat sales. Farmers in our territory prefer Iron Age Machinery to any other."



**New Iron Age Tall-Trac Sprayer**

This unique, self-powered, Iron Age Tall-Trac for spraying protects corn, tobacco and other crops too high for ordinary sprayers. Folding booms adjustable for under clearance up to 7 feet. Tread adjustable up to 144 inches. Complete line of Iron Age folding booms for high or low pressure work. Tall-Trac Dusters also available.

**Farquhar**  
**IRON AGE**  
YORK, PA.

POTATO AND VEGETABLE PLANTERS • TRANSPLANTERS  
SPRAYERS • DIGGERS • POTATO DIGGERS • WEEDERS  
MANURE SPREADERS • CONVEYORS • RICE PRESSERS

**PLANT AND SPRAY THE IRON AGE WAY**

# "Farmers Prefer IRON AGE"

**says prominent Massachusetts Farm Equipment Dealer\***

That's what dealers all over the country are saying... "*Farmers in our territory prefer Iron Age!*" You, too, can make more sales... increase your volume... with the *exclusive* features that keep Iron Age sales skyrocketing higher year after year! Look over the Farquhar Iron Age line! Send the coupon for complete information about a Farquhar Franchise for your area.



**New Iron Age Orchard Mist Sprayer**

Double axial blowers spray from either or both sides, high pressure breakup assures right droplet size and unique nozzle arrangement directs mist in uniform velocities and quantities to top and bottom branches.



**IRON AGE POTATO PLANTER**

Rigid construction assures maximum accuracy... roller axle bearings provide lighter draft. Interchangeable rubber-tired wheels, reinforced all-steel hopper plus exclusive Iron Age *Band-Way* fertilizer placement.



**IRON AGE SPRAYERS**

Complete line of low and high pressure sprayers for orchard, row crop, cattle and pen spraying. Available with booms, guns, single or double spray heads. Designed for maximum coverage at amazingly low cost!



**IRON AGE POTATO DIGGERS**

Get more unmarked, unbruised Grade A potatoes per acre. Operate in any soil. One piece welded frame. Take direct application of draft power. Enthusiastic users report *no work stoppage* from chain breaking!

**MAIL TODAY FOR INFORMATION**

**A. B. FARQUHAR COMPANY**

Farm Equipment Division, 1993 Duke St., York, Penna.

You bet I'm interested in increasing my profits with the Iron Age Line.  
Send me details, quickly!

Name .....

Company .....

City ..... Zone ..... State .....



**New Officers of the association, left to right, seated:** W. P. Nesbitt, president; S. W. Phillips, director; J. T. Gaillard, secretary-treasurer; C. R. Everett, director; Eugene Munger, vice president. **Standing:** W. T. Hedden, W. R. Taylor, Jr., and A. C. Allen, directors; J. G. Scott, national counselor, and Dean Goodsell, director

## ALABAMA CONVENTION

**H**AVING AS its theme "Today's Challenge," the seventh annual convention of the Alabama Farm Equipment Association was held November 21-22 in Birmingham, Ala.

The more than 160 delegates to the convention learned from one speaker that this challenge is presented by the need for more mechanical equipment on the state's farms. Another speaker saw this challenge arise from tax-exempt organizations, while a third impressed the dealers with the need for giving more attention to employee relations.

Featured speakers included Laurie Battle, congressman from Alabama, J. D. Shelvin, John Deere Company, Moline, Ill.; C. J. Bailey, general sales manager, Federated Mutual, Owatona, Minn.; J. K. Garner, Greenwood, Miss., president of the national association; Hugh Comer, president of Avondale Mills, Sylacauga, Ala.; Joseph F. Leopold, Chicago, National Tax Equality Association; A. V. Wiebel, vice president in charge of operations for the Tennessee Coal, Iron and Railroad Company; H. C. Tharpe, Lovett & Tharpe Hardware Company, Dublin, and F. A. Kummer, head of the agricultural and engineering Department, Alabama Polytechnic Institute.

In his talk, Mr. Leopold called on the association members to enroll in a fight against tax-exempt organizations. He referred specifically to cooperatives and charitable trusts. He said that the United States is losing nearly two billion dollars annually in taxes from these organizations.

Mr. Kummer declared that the shift from hand-and-mule row crop

farming to mechanized, diversified farming is being retarded on many Alabama farms by lack of managerial and mechanical skills of farm operators.

While expressing the need for greater diversification of farming activity in the state, Mr. Kummer expressed doubt that the Alabama cotton farmer would desert cotton as long as cotton is selling at a high price.

Speaking at the association's annual banquet, Mr. Comer pointed to population trends in Alabama as reasons why there will need to be more emphasis on mechanization of farms. The state's population increase in the last census is reflected in the 20 larger towns, he said, meaning that there is a loss of population in the rural districts.

To obtain better employee relations, J. D. Shelvin pointed to the necessity for letting each person in the organization know how he is getting along in his job. He said that personnel should be credited for work well done and should be advised in advance of any changes that will affect them. Make the best use of each person's ability and treat them as individuals, he said.

W. P. Nesbitt, Gadsden, was elected president of the association for the ensuing year, while Eugene Munger, Montgomery, was named vice president. New directors are: S. W. Phillips, Gurley; C. R. Everett, Anniston; W. T. Hedden, Huntsville; W. R. Taylor, Jr., Montgomery; A. C. Allen, Selma, and Dean Goodsell, Florence.

J. G. Scott, Mobile, is the new national counselor. He succeeds Howard Yielding, Birmingham.

## Texas Dealers to Hold Meeting in San Antonio

**"T**ODAY'S CHALLENGE" has been adopted as the theme of the 1951 convention of the Texas Hardware and Implement Association, according to an announcement from the association's Dallas office by Ray M. Souder, secretary-manager.

Principal spots on the speaking program have been accepted by Martin Dies, former Texas congressman; J. Archer Kiss, Chicago sales consultant, and Arthur A. Smith, widely-recognized Southwestern economist.

Keynote addresses from figures established within the industry will

include those by R. E. Lindsey, association president and L. P. Nolen, first vice president.

The convention, scheduled for the Plaza hotel in San Antonio on Jan. 15, 16 and 17, will feature the usual merchandising show, for which most of the space has already been assigned, according to Souder. Afternoon each day will be left free for merchandise inspection while the mornings will be consumed by business sessions.

Usual entertainment features were being planned and the registration desk will open Sunday, Jan. 14, to accommodate early arrivals.

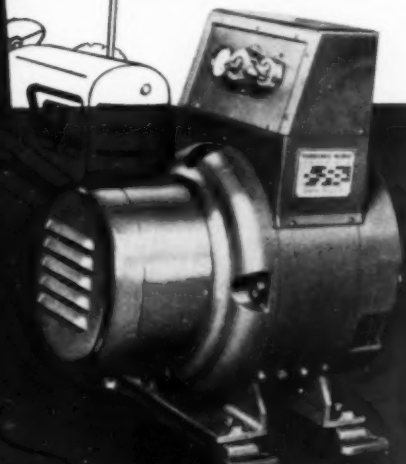
## be the first in your locality to Sell the Profitable NEW FAIRBANKS-MORSE TRACTOR-DRIVEN GENERATORS!

Every farmer knows he should have standby power service on his farm. A prolonged interruption of high line service may cost him thousands of dollars—may wipe out his entire investment. He knows, too, the many personal inconveniences power failure causes. Lights go out. Refrigerators defrost. Milking machines stop. Water service quits. Even his heating plant may be affected.

Now you can offer him power protection at minimum cost. He has only to belt his Fairbanks-Morse generator to his tractor, and power again surges through the wires.

The Fairbanks-Morse tractor generator comes in three sizes—1500, 3000 and 5000 watts. It develops 115/230 volt, 60 cycle A.C. current—the same as the current off the high line.

For complete information about dealerships for Fairbanks-Morse tractor-driven generators and other products, mail the coupon today.



### Sell Permanent Installations, Too!

Farmers, poultrymen, hatcheries, fur ranchers, citrus growers, vegetable and floral gardeners need permanent standby power insurance. Fairbanks-Morse dealers can offer these permanent installations in capacities from 600 to 40,000 watts, with manual, remote or automatic starting. The complete line of Fairbanks-Morse generating sets broadens your market to include locker plants, hospitals, theaters, gas stations, and many other businesses.



**FAIRBANKS-MORSE**

*© name with remembering*

FAIRBANKS-MORSE CO. CHICAGO, ILL. - MANUFACTURERS OF PUMPS, COMPRESSORS, GENERATORS, TRACTOR-DRIVEN GENERATORS, AND OTHER POWER EQUIPMENT

Fairbanks, Morse & Co.,  
Chicago 5, Ill.

Tell me more about your dealer setup for Fairbanks-Morse generators.

Firm Name.....

Address..... RD.....

City..... State.....



Newly-elected officers of the Kentucky Retail Farm Equipment Association are, from left: L. D. Chipps, vice president; Horace Travis, president; and Charles Whitney, secretary-treasurer

## KENTUCKY CONVENTION

"**A**GRICULTURE today is a bigger business than steel and transportation put together," Guy Gundaker, Jr., field sales manager of the B. F. Goodrich Co., Akron, Ohio, told approximately 400 delegates to the annual convention of the Kentucky Retail Farm Equipment Association, meeting in Louisville, Ky., November 16 and 17.

"Under the defense program, your farm market will continue to be very large," he said. "Restrictions will be taken off crops, farmers will be able to produce more and, consequently, will need more equipment." The farm market, he pointed out, now boasts 4,000,000 tractors on American farms, and one out of every three trucks in this country is owned by a farmer.

Through the experience gained by conversion in World War II, Mr. Gundaker continued, industry is better qualified to handle the defense program, and dealers need have no fear that the quality of their products will suffer during the rearmament period. However, he cautioned dealers against relaxing their efforts after the transition from a buyers' market to a sellers' market.

"The highest type of salesmanship is required in times of shortages," he said. "Don't treat your

customers as if you were doing them favors. Apply the Golden Rule in your salesmanship; know all about your products; avoid arguments; watch the little things in trying to please your customers; and be careful of your personal appearance."

A warning against black marketing in farm machinery was voiced by J. E. Baldwin, Hopkinsville, retiring president of the association. "Allocation of metals to defense production has created a scarcity for other purposes and reduced the available supply of farm equipment from 20 to 25 percent, a figure which will increase if total war comes," he said. "The situation invites black marketing, and our association must fight against any such development. Selling must be kept on a high plane. Emphasis must be placed upon service to the farmer, rather than upon selfish gain."

T. B. Hale, a vice president of the International Harvester Co., Chicago, said that Kentucky particularly had made great strides during the past 10 years toward mechanization. In 1940, there were only 11,500 tractors on Kentucky's farms, compared to 45,000 today.

Mr. Hale predicted that American farms will continue to receive an ample supply of farm equipment in 1951, despite the uncertain

world situation.

William C. Johnstone, field agent in agronomy at the University of Kentucky, told the group that Kentucky's agricultural progress depends on the development of pasture land. "Our 9,000,000 acres of pasture can be brought into productive use with modern machinery, fertilizer, and good seed."

John Ed Pearce, an associate editor of the *Courier-Journal*, told the association that new taxes are "almost a certainty" for Kentucky. On a per capita basis, he said, taxes in Kentucky are next to the lowest in the nation. "That means if we must compete with other states, we must pay as much per man in taxes as other states, to get the service, schools, roads, and other things we need."

Mr. Pearce said a sales tax is "mighty likely." For the good of Kentucky, he continued, additional taxes first should be levied on whisky, coal, beer, cigarettes, etc.

Sam M. Harris, of St. Louis, representative of the National Retail Farm Equipment Association, explained how the national association helps the individual dealer during the rearmament program. He said the national association keeps the dealers informed of materials shortages, government regulations, allocations, priorities, etc., and in turn keeps the government informed of the problems of the equipment dealers.

R. C. Cropper, president of the Farm Equipment Wholesalers Association, told how the wholesalers can assist the retailers in building extra sales. Although many dealers receive full manufacturers' lines, he said, these lines do not include such items as water systems, milk coolers, sprayers, post-hole diggers, etc. With the additional items furnished only by the wholesalers, he maintained, the dealer could boost his sales considerably.

At the final session of the convention, Horace Travis of Glasgow was named president. L. D. Chipps, of Marion, was elected vice president, and Charles Whitney, of Louisville, was reappointed secretary-treasurer.

New directors of the association are M. G. Williams, Hopkinsville; John S. Heady, Eminence; J. H. Chriswell, Paris; Charles Van Deren, Lexington; Jack Ferguson, Albany; and Benjamin Peterson, Loretto. Re-elected directors are: C. N. Feldhaus, Owensboro; F. G. Horton, Paducah; and Howard Pearce, Shelbyville.

# "Hydra-lectric"

**... GIVES SALES A LIFT!**

One time-saving convenience of the Oliver "Hydra-lectric" system is *complete* control from the tractor seat. The farmer can make *any adjustment in working depth* by a mere flip of the electric switch with his finger tips. Depth increase or decrease is determined by degree of touch, forward or backward, on the same lever. And, any setting selected remains fixed—until readjusted. Here's an *extra* feature that helps boost sales . . . and push up profits for Oliver dealers.

**THE OLIVER CORPORATION**

400 West Madison Street, Chicago 6, Illinois



# OLIVER

**"FINEST IN FARM MACHINERY"**



Officers of the Georgia association are, seated, left to right: B. F. Almand, director; Joe Pruett, secretary-treasurer; Earl F. Lewis, president, and C. A. Moody, vice president. Standing: M. T. McDowell, Felton Christian, W. F. Schroer, M. A. Nuckolls and J. C. Fox, all directors

## GEORGIA CONVENTION

**D**ELEGATES to the seventh annual convention of the Georgia Farm Equipment Association, held December 4-5 in Atlanta, Ga., heard discussions of a number of important problems posed by the current critical world situation.

In the first business session, J. E. Powers, manager of the truck, bus and farm sales for the B. F. Goodrich Company, told the audience that there are enough tires of all types now available in the United States to supply all normal civilian requirements.

"During 1951 the American rubber industry will be able to produce sufficient tires both for civilian use and for the armed forces if the public will buy them only when they actually are needed," he said.

"The only thing which could complicate the situation," he continued, "is a recurrence of the hoarding, or scare buying which followed the outbreak of the Korean war."

The speaker explained that the situation in this country in regards to rubber supplies is far different from that which existed during World War II.

"During that war," he said, "the U. S. Government built plants with a capacity for producing each year more than 750,000 tons of synthetic rubber. Today we still

have these facilities and the government has ordered them all back into production.

"Even if the worst should happen and all our crude rubber from the Far East again be shut off, the output of these synthetic rubber plants should keep our civilian transportation going and should also provide the necessary rubber products for our military needs."

In his talk, "Today's Challenge to Soil Conservation," Arvy Carnes, Regional Engineer, Soil Conservation Service, Spartanburg, S. C., stated that soil conservation is merely a method of using the land in accordance with its capabilities. To accomplish that result, he said that farmers must have more equipment.

Other speakers on the first day's program were: Ed C. Ellis, secretary-treasurer, Federal Mutual, Owatonna, Minn., and J. D. Shevlin, Manager of Sales Development, Deere and Co., Moline, Ill.

Opening the Tuesday morning session, Wright Bryan, editor of the Atlanta Journal, discussed "Today's Challenge to Democracy." In appraising the serious international situation, Mr. Bryan stated that no one could forecast with accuracy any future events. He emphasized the necessity for the free people of the world to unite in the face of efforts to divide them.

In his talk on "Today's Challenge," J. K. Garner, Greenwood, Mississippi, president of the national association, stated that soil conservation has gained great headway throughout the southeast and is laying the basis for a solution to some of the pressing social and economic problems of the region.

"Soil is like a bank account," he said. "If you don't put much in, you don't get much out. But we have carried soil conservation in the southeast to the point where we are beginning to get a lot out of it."

"Some people look upon soil conservation as merely a method for preventing erosion of land. But it's much more than that. It is also diversification and rotation of agriculture and those two factors are at the bottom of the agricultural revolution now under way in our region. Diversified agriculture, in fact, is leading the way to a prosperous agriculture throughout the Southeast."

Members of the association named as president, Earl F. Lewis, Perry, to succeed Bruce F. Allen, Madison, while C. A. Moody, Newnan, was elected vice president.

Directors of the association are: M. A. Nuckolls, Gainesville; J. C. Fox, Calhoun; Felton Christian, Athens; Henry Clark, Albany; M. T. McDowell, Columbus; W. F. Schroer, Valdosta; Frank Almand, Atlanta, and Alvin Wight, Cairo.

Joe F. Pruett, Macon, was re-elected secretary-treasurer and A. M. Chandler, Jr., Decatur, was re-appointed national counselor.

### Service Organization

(Continued from page 77)

little to gain from this except a satisfied customer who probably will become a steady one.

Three mechanics in the shop throughout the year handle the \$25,000 yearly volume in parts and repair service. Special effort is made by direct mail to have farmers in this tobacco-growing area bring in their farm equipment for overhauling in the off-season. Approximately 400 letters go out every month of the year, and Simmons estimates that there is about a 15 percent response to this campaign.

However, the heaviest load comes in after January 1, and during January, February and March the shop is working to full capacity.


le seed, .... zer-free soil between the and. This is a good place- an Rich dealer would be a cross. Self-sufficient he ster, does the fertilized and near seed level. In most

this critical period: On small grains, yes. On wheat, 1000 pounds per acre of a 3-12-12 fertilizer applied safely with the seed. Such high rates will

took over a week and is starting from scratch, and is based on his interill crops until he has a rotation und way. Jim would have a through rotation of well fertilized same crops, at use starte means th have defi and will deficient with ye' fields in most of fertilized legume toms c trop in la has the cr

Reproduced at the left is one of a series of advertisements which will appear this year in leading national, regional and state farm papers, reaching practically every literate farmer in the United States and Canada. We're telling 'em why it pays to standardize on Wisconsin Engines.

**PUREBRED LIVESTOCK**



**WISCONSIN**  
*Air-Cooled*  
**ENGINES**

**It Pays to Standardize**

Buy your engines and engine-powered equipment the same way you buy purebred cattle. Stick to the "blood lines" and the "power line" that your experience and good judgment may dictate as being best for your purpose.

When it comes to engines . . . it pays to standardize with Wisconsin Heavy-Duty Air-Cooled Engines not only because these fine engines provide the most dependable and trouble-free service at all seasons, in any climate, but also because of these advantages: You have no cooling problems with Wisconsin Engines, summer or winter. By standardizing on Wisconsin power, you have only ONE make of engine to become familiar with (no tricky gadgets or operating peculiarities to confuse you or cause trouble). You can get original factory parts and first-class servicing, not only from the authorized Wisconsin engine dealer or distributor near you, but also through the dealers and distributors representing leading farm machine builders who use Wisconsin Air-Cooled Engines as original equipment on their machines.

Yes, it pays to STANDARDIZE with Wisconsin power . . . 4-cylinder heavy-duty engines from 3 to 30 hp., in single cylinder, 2-cylinder and V-type 4-cylinder models. Specify "Wisconsin Engines" for most H.P. Hours of dependable service. Write for literature.



Single Cyl., 3 to 9 hp.



2-Cylinder, 7 to 13 hp.



V-type 4-cyl., 15 to 30 hp.



When you STANDARDIZE on Wisconsin Heavy-Duty Air-Cooled Engines you get the direct benefit of Wisconsin Engine advertising. Your selling job is made easier, more profitable, and you build greater good will.

You deal with only one engine manufacturer, supplying a complete line of general purpose air-cooled engines, in a 3 to 30 hp. power range. Ordering of replacement parts is simplified and your stock inventory is held down to a minimum. You train your salesmen and service men thoroughly by concentrating on one make of engine. And this is made even easier, costing you less by enrolling your men in the Wisconsin Engine Service Clinic when it comes to your vicinity . . . sponsored by Wisconsin Motor Corporation and your distributor.

And remember . . . there are more Wisconsin Engines engaged in farm service than any other make because the majority of all farm equipment manufacturers specify Wisconsin Heavy-Duty Air-Cooled Engines as standard or optional equipment . . . on combines, balers, garden tractors, sprayers, etc.

Yes . . . it pays both you and your customers to standardize on Wisconsin Engines.

and it  
**PAYS YOU**  
to  
**STANDARDIZE**  
ON  
**WISCONSIN**  
**ENGINES,**  
too



**WISCONSIN MOTOR CORPORATION**

World's Largest Builders of Heavy-Duty Air-Cooled Engines

MILWAUKEE 46, WISCONSIN



Officers of the newly-organized Southern Farm Equipment Manufacturers, Inc., are, left to right, Executive Vice President, Emmett R. Rushin, of Atlantic Steel Co.; President, John T. Cash of Knox Metal Products, Inc., Thomson, Ga., and Vice President and Treasurer, E. C. Gibson of the Southern Iron and Equipment Co., Atlanta, Ga.

**F**ARM EQUIPMENT manufacturers from ten Southeastern states met November 17 and 18, in Atlanta, Ga., for the purpose of forming a southern manufacturers organization to be known as Southern Farm Equipment Manufacturers, Inc. The Atlantic Steel Company, supplier of unfinished and semi-finished steel to this rapidly growing industry, acted as host to the farm equipment group. All meetings were held in Atlantic's company auditorium.

Robert S. Lynch, temporary chairman of the steering committee which planned the organization, and Atlantic Steel president, opened the meeting, stating:

"for the past fifty years the Atlantic Steel Company has supplied to agriculture and to the agricultural equipment industry a higher proportion of its total output of steel products than the national average of steel supplied by American steel mills to this entire industry. Our destiny is inseparably linked with Southern agriculture and with fabricators of steel for farm use. As such manufacturers grow stronger through intelligent cooperation and sharing of ideas concerning modern metal working methods, which will be the mission of the new organization, our company will directly benefit. The advent of Southern Farm Equipment Manufacturers, Inc., is an encouraging sign of progress and establishes this industry as one of the key factors in striking the desired balance between industry and agriculture in the South."

Next to textiles, the farm equipment manufacturing industry represents the largest single manufacturing activity in the ten Southeastern states of Alabama, Florida, Georgia, Kentucky, Louisiana,

## Southern Manufacturers Form New Organization

Mississippi, North Carolina, South Carolina, Tennessee and Virginia.

In a charter group meeting, representatives of this industry from the above states agreed that the new organization would enable its membership: (1) to achieve closer relationships because of each member's ready accessibility, their sharing of common problems and a natural kinship existing between them stemming from similar environment and resources; (2) to recognize and to do something about the fact that all members of the farm equipment manufacturing industry in the South must be strengthened in order for the industry to prosper as a whole in this section.

### Officers and Directors

The formal business session of the new organization ended with the election of officers and directors for the year 1951. The following officers were elected: President, John T. Cash, Vice President and Treasurer, Knox Metal Products, Inc., Thomson, Ga.; Vice President and Treasurer, E. C. Gibson, Vice President and General Manager, Southern Iron and Equipment Company, Atlanta, Ga.; Executive Vice-President, Emmett R. Rushin, Product Engineer, Atlanta Steel Company, Atlanta, Ga.

In addition to the above officers who will also serve as directors of SFEM, the following additional directors were elected: James H. Willson, President, Athens Plow Company, Athens, Tenn.; A. W. Brann, President, Hester Plow

Company, Jacksonville, Fla.; J. M. Wagner, President, Turner Manufacturing Company, Statesville, N. C.; and W. F. Covington, Jr., Vice President, W. F. Covington Planter Company, Dothan, Alabama.

### On-the-Farm Demonstrations

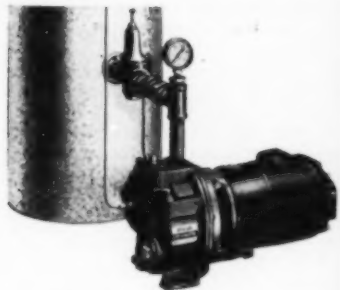
(Continued from page 80)

ter is a most important asset to the firm when it becomes necessary to combine good sales technique with a technological know-how in leading a promising prospect to the dotted line. He is especially important in farm demonstrations where the firm can't spare both a mechanic and a salesman to operate the machine and promote its merits.

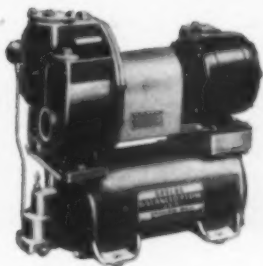
The firm has seven mechanics, each of whom is not only a shop worker but a field trouble shooter. Each mechanic, besides being fairly familiar in many lines of service work, is a specialist in one particular line.

In the operation of the business each partner has his own phase of management well organized and defined. Rhea is in control of office management and field sales work. Wilkerson is service manager, while Hudgins is the field contact man who not only makes additional sales but makes goodwill visits to customers. In addition to this force, there is a full time field salesman who handles electric appliances.

Such a clear-cut division of duties has resulted in increased efficiency.



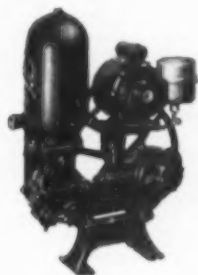
**GOULDS FAMOUS JET-O-MATIC—**  
Wide range of capacities, pressures. For shallow or deep wells.



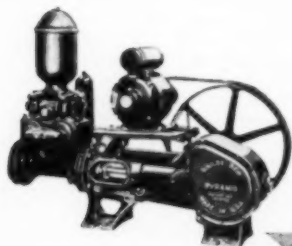
**GOULDS BALANCED-FLOW JET—**  
Tankless, with self-adjusting capacity. For shallow wells.



**GOULDS CID DEEP WELL UNIT—**  
For wells up to 290 ft. in depth. 6" and 9" strokes.



**GOULDS CID SHALLOW WELL—**  
Capacity 350 GPH. Piston type. Moderate speed gives long life.



**GOULDS PYRAMID UNIT—**  
Capacities up to 3500 gallons per hour. Pressures up to 75 lbs.



**GOULDS HORIZONTAL CELLAR DRAINER —**  
Nothing in sump but suction pipe and weights. Many other distinct advantages.

**FROM  
ANY  
SOURCE  
IN  
ANY  
CAPACITY**

**AT  
ANY  
PRESSURE**

**ELECTRIC  
OR  
GASOLINE  
ENGINE  
POWER**

FOR COMPLETE INFORMATION  
AND NAME OF YOUR NEAREST  
DISTRIBUTOR WRITE

**GOULDS PUMPS, INC.**  
SENECA FALLS, N. Y.

103rd  
YEAR

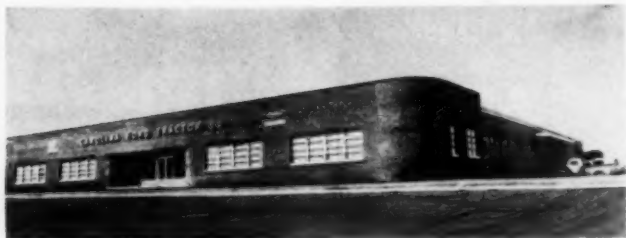
**WATER**

FOR EVERY FARM

**GOULDS**

**SYSTEMS**

AND HOME NEED



### Carolina Ford Tractor Completes New Building

**T**HE CAROLINA Ford Tractor Co. of Charlotte, North Carolina, recently completed its new headquarters. The building's 32,000 square feet of floor space was planned by J. R. Surtman, distributor of Ford tractors and Dearborn farm equipment, to accommodate the many activities of the distributorship.

A large classroom with acoustic ceiling accommodates 80 persons. A conference room has space for 30 persons, while most of the office space, occupying 4,000 square feet, is arranged bank-style with 7½-foot glass partitions. Also included is an employee lunchroom. The interior is painted Dearborn gray and vermillion.

The parts department, occupying 10,000 square feet, is complete with the latest of equipment, including special lighting for bins.

An intensive training program for dealers and their employees is under way now, and over 200 persons have been trained at the new headquarters, it was announced.

The new building is located at 4100 Mount Holly Road, with a 40-acre demonstration field behind the structure.



J. R. Surtman

bankers, it was announced.

The new branch house management consists of S. C. Osburn, manager; Stuart D. Baker, assistant manager of sales; and J. H. Marshall, assistant manager in charge of credits and collections.

The new structure, located at 1835 Washington Blvd., contains 70,000 square feet of floor space, occupied by general and private offices, display floor, meeting rooms, parts room and other necessary facilities. The large display floor has plate glass windows. There are adequate facilities for loading and unloading cars at the

warehouse, as well as ample dock facilities for handling motor truck cargoes.

Although there has been a Case branch located at Baltimore for several years, the new building will make possible even more satisfactory service to customers in the area, it was announced.

### Water Heaters

(Continued from page 82)

worked with the Chamber of Commerce, of which he is a director, and with the county agent in promoting the dairy interest.

Jones also sells the pipe needed for installing the water heater or an entire running water system. He offers no plumbing service, but the plumber or the farmer who does his own installing can buy the pipe here and have it cut and threaded in the store.

Jones says that the sale of a water heater often is followed by the sale of a new sink for the kitchen.

Some of his customers also install an inexpensive sink in the barn, where it has many uses.

Recently three of his tractor customers bought complete water systems, and with each system went a water heater.

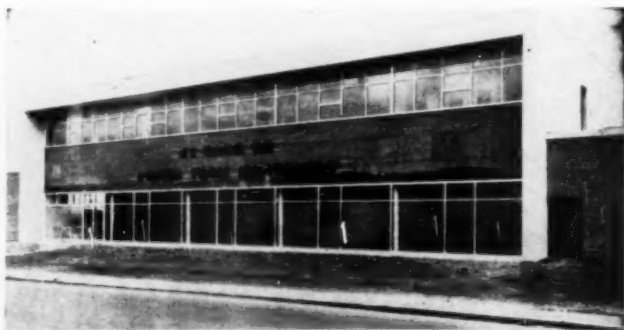
"After the tractor is paid for," he says, "I start talking to the customer about a water system and hot water for the farm. Nearly always a tractor buyer acquires modern ideas, if he did not have them originally. He wants comfort and convenience and more efficient working conditions throughout the farm. He can't have that without hot water."

Jones is a consistent advertiser. His circulars go to all box holders.

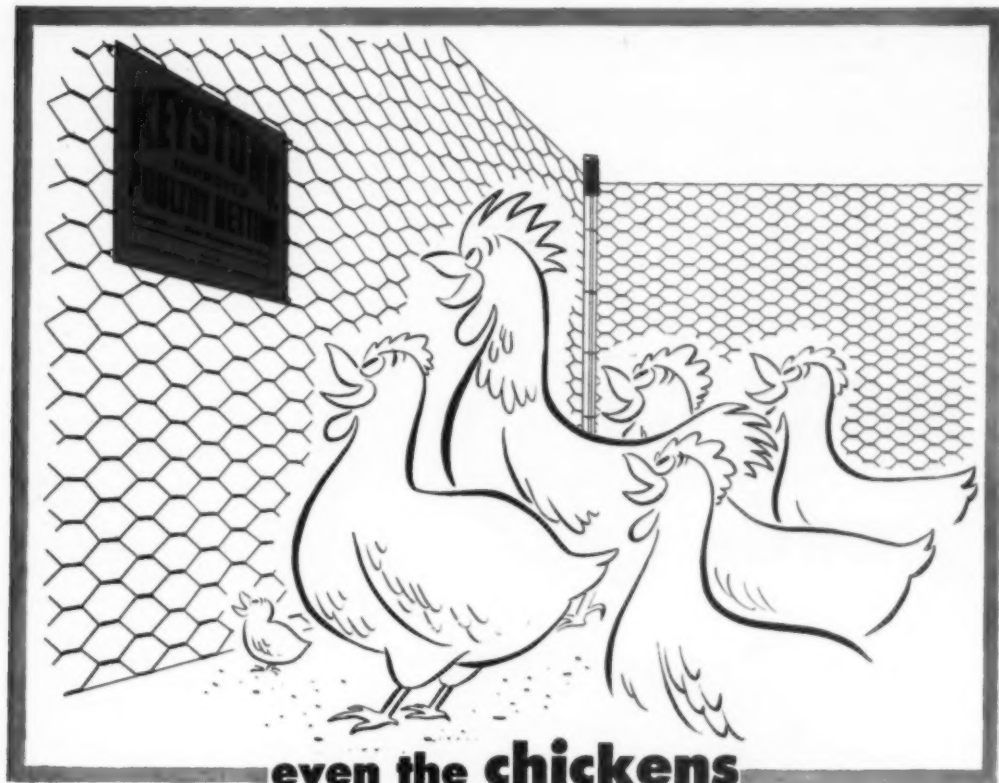
### J. I. Case Opens New Baltimore Branch House

**O**N OCTOBER 23, 1950, the J. I. Case Company officially dedicated and opened its modern new branch house at Baltimore, Md., to better serve the needs of Case dealers and farmers in the diversified crop area of southeast Pennsylvania, southern New Jersey, all of Maryland, Delaware and Northeast North Carolina.

The opening was attended by approximately 500 dealers, representatives and their ladies from the territory served by the new branch, as well as other local guests, merchants, officials and



New Baltimore branch house of J. I. Case Co., erroneously designated as the new Memphis branch in the Dec. issue of Southern Hardware

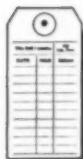


## even the chickens know the difference

They can't help but know the difference—when so many men, whose profits depend on successful Poultry handling and production, prefer Keystone Improved Poultry Netting.

Why do Poultrymen prefer Keystone? It's because Keystone Improved Poultry Netting is *precision built*, it has a neat uniform weave . . . it's made with a *reverse-twist weave* producing a mesh that is unusually strong, that stretches up evenly . . . and it *unrolls flat*, like a rug, there's *no buckling*.

And Dealers know the difference, too. "Made by Keystone" means customer acceptance and preference. The bright trim rolls help sales and the Inventory Tag is a real merchandising help. Just a number jotted at the time of the previous sale tells you how many feet are left. You'll find it on every roll. Free envelope stuffers, local newspaper mats and radio scripts are available to help you make bigger NET profits. Order from your jobber, or write him for catalog sheets and prices.



## KEYSTONE POULTRY NETTING

Keystone Steel and Wire Company, Peoria 7, Illinois

Red Brand Fence. Red Top Steel Posts. Gates. Keymesh plaster and concrete reinforcement

SOUTHERN FARM EQUIPMENT Section for JANUARY, 1951

Some spot on these circulars is devoted to water heaters and complete water systems.

He also uses space in the county newspapers that cover his 40-mile trade area, and uses daily spot announcements on the radio, timed to catch rural listeners.

"Water heaters are the peak of luxury to farmers," Jones said. "They have to be promoted, displayed where the farmer will see them every time he comes in, and advertised along with farm machinery and supplies."

Water heaters are not neglected

even when Jones stages a Farmer's Day at the store, or holds special sidewalk demonstrations on tractors. The heaters are in that choice display space, near the front door, ready for a complete demonstration.

The heaters do not have to be hooked up to be demonstrated. But Jones likes to point out the controls to the customer, and induce the prospect to operate them himself.

Although he sells Butane heaters to farmers, he stocks natural gas heaters for city customers,

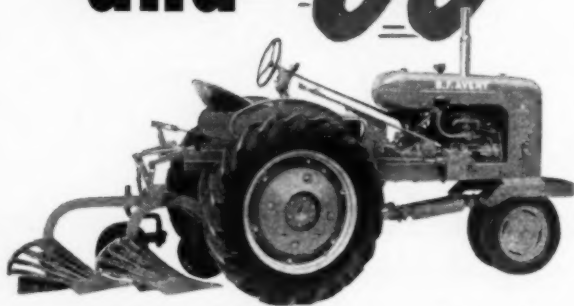
whose homes are served by the gas company.

Electricity is coming fast to farmers in this area, but many of those who buy water systems and water heaters do not have electricity. Butane gas water systems and heaters are available for this group.

Jones does not offer plumbing service, but has good connections with reliable plumbers, who value his aggressive salesmanship that develops a need for their services.

Customers who need repairs on hot water heaters often call Jones, who relays the calls to the plumbers who work with him.

## MORE Get-up-and-GO



### EVERY "R" Powered to do More Work on Less Fuel!

It's powered for peak performance. The new Hi-Torque engine does the trick—produces higher compression for greater power on less fuel. That means better plowing at lower cost.



#### 4-SPEED RANGES!

Hi-Torque power offers 4-speed ranges—not just 4 speeds. Permits selection of exact speed to match job needs.

#### PRICED RIGHT \$ \$ \$

With all its features, the Avery "R" still costs less than comparable performing tractors. Choice of single, dual or four-wheel models. Some highly desirable dealerships open. Write:

★ ★ ★ ★

**B. F. AVERY & SONS CO.**  
LOUISVILLE • MEMPHIS • DALLAS

#### Hecker Elected to Oliver Board of Directors . . .

CARL L. HECKER, vice president in charge of manufacturing of The Oliver Corp., 400 West Madison St., Chicago 6, Ill., was elected to the board of directors at a recent directors' meeting.

Mr. Hecker has been with Oliver since 1946, when he joined the company as general manager of its South Bend plants. In 1948 he was advanced to vice president in charge of manufacturing at the company's light-line plants, and was put in charge of all manufacturing activities in 1949.



Carl L. Hecker

The new director was born in Columbus, Ohio, in 1902 and graduated from Ohio State University. He served in a number of capacities with General Motors Corp., and was later associated with the Electric Auto-Lite Company in Toledo. During the following years he took an active part in the rapidly expanding truck and coach manufacturing field with General Motors and ACF Brill Motor Co. in Philadelphia.

**The American cotton planter was  
"too late with too little" this past season.**



There is no universal pump for all cotton spraying — but *bronze pump construction* has been recommended by the leading manufacturers and formulators of the many chemicals used in cotton spraying. Oberdorfer has been making bronze pumps continuously and in quantity since 1896.

Special packing and lubrication are required to resist the solvent action of the ever-present aromatic oils. Oberdorfer has had much experience pumping the aromatics since 1914.

Wide range in pump capacity must be available

depending on locally proven cultural practices. These vary throughout the cotton area in gallons per acre, choice of spray materials, pump pressures and sources of power available. Oberdorfer has produced thousands of different bronze gear type pumps for specific purposes in the last 50 years.

The new Oberdorfer bronze pumps designed for cotton spraying cover the demands of the field from one end of the cotton belt to the other on ground apparatus and for aeroplane application.

● Fill in the following form and coupon and we will send you without charge, of course, the number and size of Oberdorfer Bronze Pump best suited for cotton spraying in your area.

Agricultural Pump Div., Dept. SH-511

Oberdorfer Foundries, Inc.

Syracuse, N. Y.

Name

Address

Number of rows sprayed (1, 2, 4, or 8)

Number of nozzles per row (1, 2, or 3)

Nozzle pressure required (pounds per square inch)

Is agitation of chemical formulation required?

Source of power  
(direct tractor PTO, pulley drive, gas engine)

RPM of pump shaft during spraying

Average miles per hour of spray rig

**OBERDORFER *BRONZE* Rotary Gear Pumps**

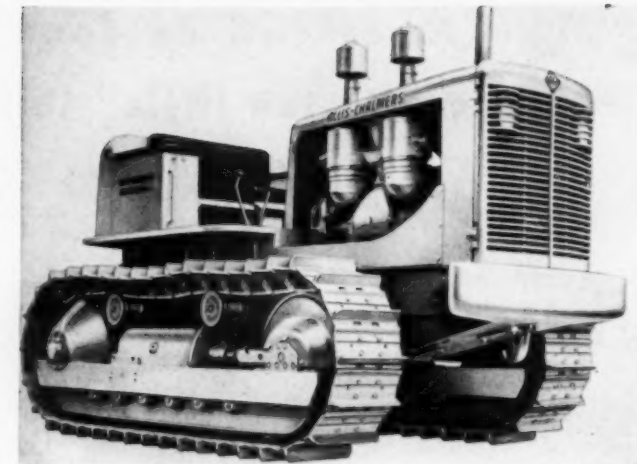
## New Crawler Tractors Added to A-C Line . .

**T**WO NEW crawler tractors have been added to the Allis-Chalmers line, according to an announcement by W. A. Roberts, executive vice president and manager of the Tractor Division. With these two new models, known as the HD-9 and HD-15, Allis-Chalmers now offers a completely modern tractor in each of the four major power classes.

The new units, being produced in the company's Springfield works, are scheduled for delivery early this year. Both are new, with advance design, materials and power ratings, and both will provide practically all the important features of the two Allis-Chalmers tractors introduced since 1946, it was announced.

The Allis-Chalmers line now is said to set a new standard in tractor classification. The HD-9 weighs 18,500 lbs. and has a drawbar horsepower rating of 70. The larger HD-15 weighs 27,500 lbs. and develops 102 horsepower at the drawbar. Both have six speeds forward and three reverse.

One feature of the new units is a



constant mesh transmission, with separate reverse gears, that lets an operator shift from forward to reverse in any speed with just one movement of a single control lever. Power is provided for both units by heavy-duty General Motors 2-cycle Diesels, which utilize a unit injection system which eliminates high

pressure fuel lines and permits instant electric starting on Diesel fuel. The 2-cycle characteristics of the GM engines gives them a high horsepower-per-pound ratio.

Another feature is unit assembly construction, a design advantage that enables servicemen to remove and install each unit in the power train without disturbing related assemblies. A third advantage is described as the use of positive seals in final drive, truck wheels, idlers and support rollers. By retaining grease for a period of 1,000 hours, the spring loaded seals make it possible for owners to operate the new tractors for six months, without further lubrication of the track assembly.

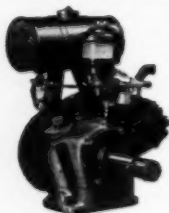
Other features include: an adjustable seat, boosted steering, convenient grouping of controls, self-energizing brakes, and a tapered cowl for better visibility.

A complete line of matched allied equipment including bulldozers, scrapers and front end shovels, will be available for both new tractors. In addition, special accessories developed and tested by company engineers will enable tractor buyers to increase the adaptability of the new units to meet a wide variety of specialized jobs and produce maximum efficiency and performance through greater operator comfort, it was announced.

Separate catalogs describing each of the new tractors may be obtained from Allis-Chalmers dealers or by writing to Allis-Chalmers, Tractor Division, Milwaukee 1, Wis.

## EASIEST TO SELL ... THE LINE WITH CONTINENTAL RED SEAL POWER

This '51 season, you'll notice, finds more of the leading makes of power mowers and other specialized equipment turning to Continental Red Seals as their source of power. Why? Because the Red Seal trade mark helps sell their products, just as Red Seal quality helps keep them sold. Continental's reserve power,



easy starting and day-after-day dependability are backed by parts and service facilities from coast to coast. Cash in on this growing public preference in 1951. Stock the lines that feature Continental Red Seal power. Red Seal A17 four-cycle air-cooled engine. (Illustrated.) 1 1/2 h.p. One of 10 models covering the 3/4-2 h.p. range. The line includes 4 vertical-shaft models.



### LEADING MAKES IN THESE FIELDS USE DEPENDABLE RED SEAL POWER

LAWN MOWERS  
GARDEN TRACTORS  
COMPRESSORS  
SPRAYERS  
PUMPS  
CONVEYORS  
SCOOTERS  
BIKES

## Continental Motors Corporation

AIR-COOLED INDUSTRIAL ENGINE DIVISION  
620 FORD BUILDING • DETROIT 26, MICHIGAN

# Cooper

The Preferred  
Customer's Choice  
**POWER  
LAWN MOWERS**

**27" IMPERIAL  
Roller Type Mower**

Powered with 3.1 HP Briggs & Stratton motors, new positive reel adjustment and new all-steel welded deck, heavily reinforced. Available with or without riding sulky.

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## "KLIPPER" POWER MOWERS

in two sizes  
**18" and 20"**  
Cutting Widths

### EXCLUSIVE *Cooper* FEATURES

- Fully enclosed chain drive
- Oversize enclosed Timken bearings
- Unbreakable tubular steel handles
- Patented, positive action non-wearing clutch
- Extra strong, zinc die cast alloy construction
- Zinc die cast alloy drive pinions with hardened steel inserts
- Patented "Quickset" height adjustment with a range of  $\frac{1}{8}$ " to  $2\frac{1}{4}$ "
- Power driven weed clippers (optional)
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Mower Can Match It!**

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**COOPER MANUFACTURING COMPANY**

409-411 SOUTH FIRST AVENUE



MARSHALLTOWN, IOWA

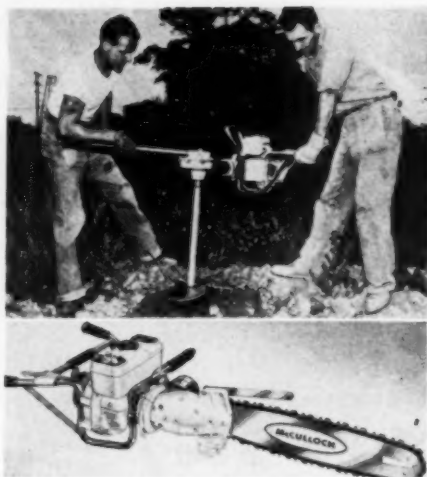
## New Post-Hole Digger Announced by McCulloch

**M**CCULLOCH Motors Corp., Los Angeles, Calif., has introduced the Earth Drill, a new 5 h.p., gasoline-powered post-hole digger reported to be capable of drilling at a high rate of speed in any type of earth or clay. Completely portable, it requires no tractor or vehicle for its operation.

The Earth Drill can be converted into a standard McCulloch chain saw in less than a minute, since the engine is the same unit used on this make of timber saw. Conversion consists merely of detaching the drill assembly and attaching a chain saw assembly.

Weight of the unit, complete with 6-inch auger, is 79 pounds. A full-swivel coupling at the engine permits the auger to drill at any desired angle and makes it possible to reverse the rotation of the auger if desired. Other features include: centrifugal clutch that automatically disengages the auger at idling speeds, kickproof automatic-rewind starter, diaphragm carburetor to permit full-power engine operation in any position, and one-control operation.

The new McCulloch earth drill, at top, which can be converted into a standard McCulloch chain saw, below, in less than a minute. Conversion consists merely of detaching the drill assembly and attaching a chain saw assembly. The earth drill, a new five h. p. gasoline powered post-hole digger, is said to be capable of drilling at a high rate of speed in any type of earth or clay. It requires no tractor or vehicle for its operation



Augers of 6, 9 and 12 inch diameter are available now. Chain-saw attachments, with blades from 20 to 60 inches for use with the Earth Drill, are also obtainable separately. Price of the drill, without auger, is \$370.00, f.o.b. Los Angeles.

## D. G. Bolton, Fairbanks-Morse Veteran, Dies . . .

**D**UDLEY G. Bolton, who for many years was branch manager for Fairbanks, Morse & Co., at Dallas, Texas, passed away November 1, 1950, in Dallas.

Mr. Bolton was born May 8, 1871, in Illinois, and was reared in that state. He joined the Fairbanks-Morse organization in 1906 and had held numerous sales and executive positions with the company, having been branch manager at Denver, Colorado; Salt Lake City, Utah; and Dallas, until he retired some years ago. He was well-known in the machinery industry.

Mr. Bolton is survived by his wife, a daughter, Mrs. Weldon L. Moore, and one grandson, all of Dallas, Texas.

## F. E. Wholesalers Elect New Officers . . . . .

**T**HE ANNUAL meeting and election of officers of the Farm Equipment Wholesalers Association was held October 14 in Chicago, with all but three members present. The new officers and directors are:

President, R. C. Cropper, R. C. Cropper Co., Macon, Georgia; first vice president, J. W. Martin, The H. C. Shaw Co., Stockton, Cal.; second vice president, Hugh T. Lindsay, Lindsay Bros. Co., Minneapolis, Minn.; secretary-treasurer, A. E. Harris, Southern Plow Co., Dallas, Texas; Director, Paige Newton, Mitchell, Lewis & Staver, Portland, Oregon. C. E. Woodward,



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FOR PERFORMANCE*

**"EMPIRE's" properly balanced tillage tools make the job easier, do the work faster and last longer.**

**Farmers who know good tillage tools have preferred "EMPIRE" built products for 5 generations.**



(1840)

**THE EMPIRE PLOW CO.**

*"In Our Second Century Of Progress"*

**CLEVELAND 27, OHIO**

(1951)

1011 Lumber Exchange, Minneapolis, Minn., continues as executive secretary.



R. C. Cropper

Following the annual meeting, two days were spent in interviews with representatives of about 120 factories who were in Chicago.

#### H. D. Hudson Distributing New 128-Page Catalog . . .

**T**HE H. D. HUDSON Mfg. Co. announces the publication of its new Barn Equipment and Hay Unloading Tools Catalog No. 45-3.

Approximately 75,000 copies with appropriate price lists are now being mailed to the trade and to interested groups through the nation and Canada. The company believes this to be the largest and most comprehensive mailing of this type of catalog ever to be accomplished in the industry.

The new 128-page catalog is bound into a durable 3-color cover and covers the company's complete line.

Interested jobbers and dealers who have not received a copy, may address requests to the Advertising Department, H. D. Hudson Manufacturing Co., 589 E. Illinois St., Chicago 11, Illinois.

#### CONVENTION DATES

**Farm Equipment Dealers' Association of the Carolinas**, annual convention, Feb. 5-7, 1951. Headquarters, Hotel Charlotte, Charlotte, N. C. Secretary, A. A. Chappell, 210 National Bank Bldg., Wilson, N. C.

**Mar-Dei-Va Farm Equipment Association**, annual convention, Jan. 22-23, 1951. Headquarters, Lord Baltimore Hotel, Baltimore, Md. Secretary, Wm. H. Miller, Baldwin, Md.

**Mid-South Farm Equipment Association**, annual convention, Jan. 17-18, 1951. Headquarters, Ellis Auditorium, Memphis, Tenn. Secretary, Graham McDonald, Hotel Chisca Bldg., Memphis 1, Tenn.

**Oklahoma Hardware & Implement Association**, annual convention and show, Feb. 6-8, 1951. Headquarters, Municipal Auditorium, Oklahoma City, Okla. Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City, Okla.

**Texas Hardware & Implement Association**, annual convention, Jan. 15-17, 1951. Headquarters,

Plaza Hotel, San Antonio, Texas. Secretary, Ray M. Souder, 622 Texas Bank Bldg., Dallas 2, Texas.

**Tri-State Hardware & Implement Association**, annual convention, Feb. 12-13, 1951. Headquarters, Hotel Herring, Amarillo, Texas. Secretary, Marshall D. Shepherd, Box 660, Canyon, Texas.

**Virginia Farm Equipment Association**, annual convention, Jan. 26-28, 1951. Headquarters, John Marshall Hotel, Richmond, Va. Secretary, David L. Raine, 1800 W. Grace St., Richmond 4, Va.

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Your Customers Rolling...**



**Stock a COMPLETE LINE of  
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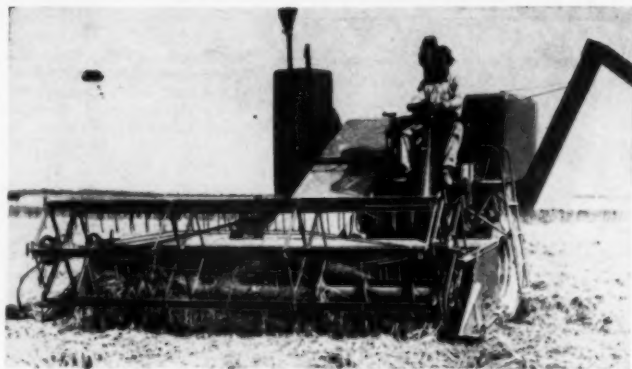
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ALLOY STEEL  
**WRENCHES**  
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**BILLINGS**

THE BILLINGS & SPENCER CO.  
Hartford 1 Conn. U.S.A.



### New Pick-Up Reel for Extra Heavy Down Grain

A NEW special cropsaver pick-up reel, designed to solve harvesting problems in areas where extra heavy crops are down and tangled, due to heavy rain or wind, has been introduced by the Harrison Cropsaver Co., Champaign, Ill.

Controls at both ends of the special reel prevent rake twist, assuring the harvester of fast and trouble-free operation, regardless of the grain's weight and tangled condition, it is claimed. Each bat or rake

is braced against torque or twist, since all the pull is transmitted directly to the main axle.

The reel is said to be able to save practically any crop that cannot be harvested with ordinary equipment and to boost the yield in standing grain by preventing shattering and by gathering stalks that would be missed by the average reel.

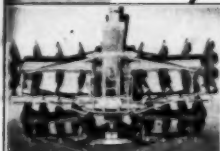
All special Cropsaver pick-up reels manufactured by Harrison are equipped with outer tines on drive stub ends and have outboard tines. These extra tines can be installed on any Cropsaver reels.

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FARMER

*The Line to Push*

*Alexander*

*to meet U.S. Government's  
1951 war production goals*



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Full line of lift-type harrows  
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## DEARBORN LIFT TYPE CORN PLANTER

Combination check row, drill, and power hill drop planter, 36 to 44-inch rows. Regular equipment includes runner openers, gauge shoes, and semi-automatic hook marker.

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**FULL LIFT TYPE!** Quickly attached to Ford Tractor, raised and lowered by Ford Tractor Hydraulic Touch Control—plants when lowered, stops planting when raised! **FLEXIBLE!** Permits uniform planting depth in uneven ground. **ADAPTABLE!** With wide selection of seed plates available, plants any type corn; most other field seeds. **ALL ADJUSTMENTS EASY!** Adjustments for row spacing, seed drop, planting depth easily made in field. All working parts accessible. Seed plates can be changed without emptying hoppers. **FERTILIZER ATTACHMENTS** and other special attachments sold separately. **AND DEARBORN PLANTERS ARE COMPETITIVELY PRICED!**

DEARBORN MOTORS CORPORATION • Birmingham, Michigan



## DEARBORN LIFT TYPE CORN DRILL PLANTER

For drill planting in 36 to 44" rows. Wide selection of accurate plates available. Regular equipment includes runner openers and gauge shoes.

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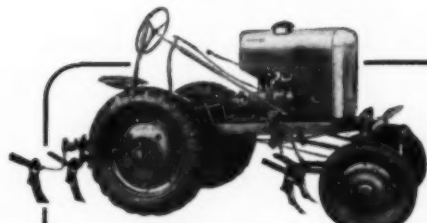
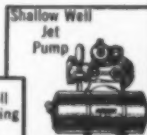
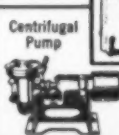
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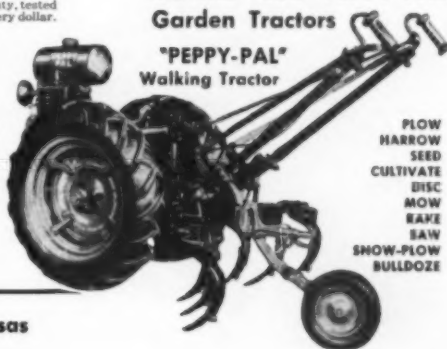
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**New SAWING Attachment Fells Trees and Saws Stave Wood** Shaw's new Saw Attachment is unequalled in price and performance. Can quickly pay for itself by doing custom work for neighbors, clearing land, cutting bridges and sawing down trees. Easily adjusted to cut fallen trees into stave wood. Saw may be removed and rotary blade quickly installed for weed and grass mowing.

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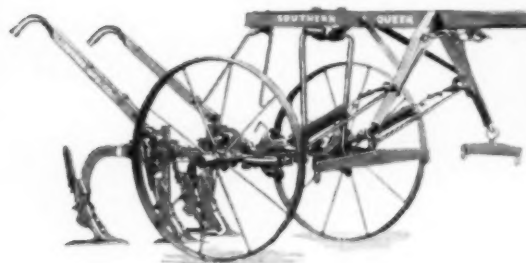
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Queen**

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SCRATCHER



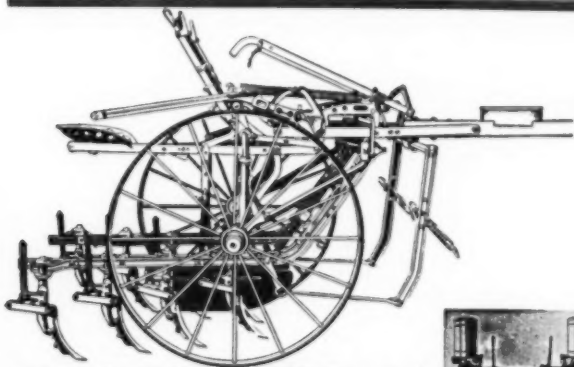
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★

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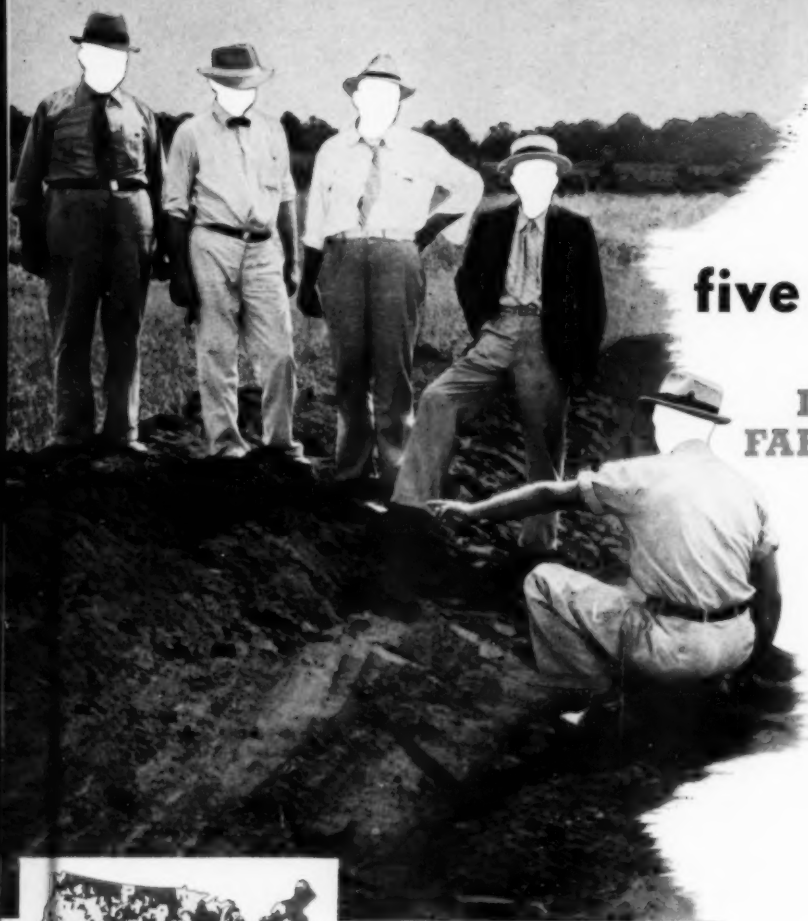


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SOUTHERN FARM EQUIPMENT Section for JANUARY, 1951

109



## five neighbors

### INSURE YOUR FARM MACHINERY MARKET



The gray areas show the land now included in organized soil conservation districts.

These five men in your community direct their share of the biggest home-managed project ever tackled by American farmers. As the elected leaders of a local soil conservation district, these men, in company with 2,261 similar groups across the nation, are doing two jobs which are mighty important to you as a farm equipment dealer.

**1.** They are proving that soil and water conservation can be "of farmers, by farmers, and for farmers" — a grass-roots job managed and controlled locally by those who operate the land and know its problems. Government participation in soil conservation districts is limited to the providing of technical and educational help as requested by the farmers themselves.

**2.** By combatting soil erosion and stimulating better land use, farm by farm, in districts covering three fourths of the land in the nation, these farmer-leaders of organized soil conservation districts are insuring their present and future income — and your farm machinery market.

Soil conservation districts, organized under state laws, have become a mighty big business with good old-fashioned local control. Learn to know the men and the conservation methods of your local district. Its leaders need your special knowledge in fitting power machinery to new soil-holding and land-building practices. They deserve your support in this home-directed solution to a major farm problem.

Listen February 24 to a report from the National Association of Soil Conservation Districts 1951 Convention on the National Farm and Home Hour — NBC.

This new handbook of proved soil conservation practices is available to all Allis-Chalmers dealers for free distribution to farmers, teachers, county agents and farm planners.

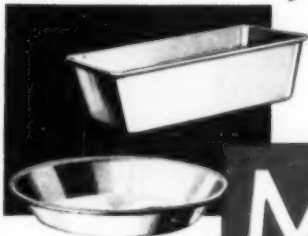
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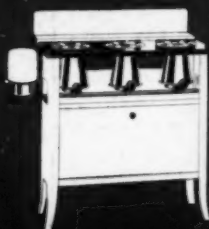
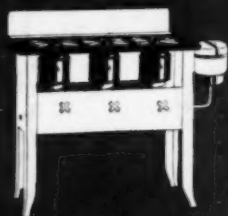
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